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Lee Rademaker

The University of Montana-Missoula

Kara Grau

The University of Montana-Missoula

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Expenditure Profiles and Marketing Responsiveness of Nonresident Visitor Groups to Montana

Prepared by

Lee Rademaker, M.S.

Kara Grau, M.S.

Technical Completion Report 08-2

May 2008

Institute for Tourism and Recreation Research

College of Forestry and Conservation

The University of Montana

Missoula, MT

www.itrr.umt.edu

Introduction

This report looks at the expenditure profiles and the marketing responsiveness of nonresident travelers to Montana, and is based on data collected for the nonresident survey in 2005. The goal of this information is to provide a detailed look at visitor groups including money spent by each group in Montana. In addition to analyzing by visitor group, the report separates visitor groups by the quarter in which they visited Montana, state of residence, purpose of travel, and main Montana attraction. Finally, readers can find information on expenditures by United States travel regions.

This report reproduces many of the analyses from a 1998 report with the same title. Many tables and graphs mirror those from 1998, but there are important differences that may prevent direct comparisons between the reports. The most substantial difference lies within the way the travel year was divided. In 1998 data was analyzed seasonally, with summer, winter, and shoulder seasons comprising the year. In 2005, data were collected using three-month quarters with quarter 1 (January - March), quarter 2 (April - June), quarter 3 (July - September), and quarter 4 (October - December). Readers should cautiously compare seasonal data to quarterly data. Other differences include the replacement of the 1998's "primary attraction" analysis, which includes activities, with a "main attraction" analysis, which does not include activities.

The first section of this analysis diagrams the percent of each travel group (i.e., vacation/recreation/pleasure, visiting friends/relatives, passing through, etc.) by quarter and full year. This section also begins to examine visitor expenditures. More specifically, this section contains the quarterly breakdown of visitor groups' contribution to the full quarter expenditures.

Section two begins to examine the expenditures in greater detail. Traveler groups, such as vacationers, are shown by quarter to display how, on average, they spent their money in Montana. Twelve expenditure categories were explored along with important demographic characteristics of the visitor group.

Section three separates the expenditures similarly to section two. However, it separates groups by their residence. States or provinces that made up a significant percentage (at least 5%) of all visits were analyzed for each quarter. This section also provides readers with regional breakdowns. The regions represent aggregates of states that have been identified by travel researchers such as Smith Travel Research.

The fourth section looks at the expenditures of visitors whose main attraction to Montana was identified as being one of the top 5 "Montana Attractions." These attractions were identified by a previous analysis and include: Yellowstone National Park, Glacier National Park, mountains/forest, friends/family, and open space/uncrowded areas. Unlike previous sections, only the full year was used due to unreliably small sample sizes at the quarter level.

The final section of this document provides information on the marketing responsiveness of various visitor groups to information sources. Data were analyzed by quarter as well as by primary purpose, residence, and primary attraction.

In the appendix, further information can be found regarding all visitor residences by quarter, primary purpose, and main attraction.

This report is compiled from data collected for the 2005 Nonresident Study conducted by the Institute for Tourism and Recreation Research (ITRR). All dollar figures have been inflated to 2007 dollars. Additional information on traveler characteristics, planning, and satisfaction are accessible using ITRR's online "Report Builder." The "Report Builder" is accessible by visiting www.itrr.umt.edu and clicking on "*Customize your report*" in the navigation column on the left side of the webpage.

The methodology for the 2005 nonresident study, which provided all the data for this report, can be found online at:

<http://www.itrr.umt.edu/NicheNews06/NonresMethods.pdf>

Additionally, the above link will provide access to the survey instrument.

Contents

Section 1 Quarterly Distribution of Nonresident Travel Groups and Group Expenditures	11
Section 2 Main Purpose of Trip to Montana	22
Quarter 1 Groups in Montana Primarily for Vacation, Recreation, or Pleasure	23
Quarter 1 Groups in Montana Primarily to Visit Friends or Relatives	24
Quarter 1 Nonresident Visitor Groups in Montana Primarily to Pass Through	25
Quarter 1 Groups in Montana Primarily for Business	26
Quarter 1 Groups in Montana Primarily for “Other” Reasons	27
Quarter 2 Groups in Montana Primarily for Vacation, Recreation or Pleasure	28
Quarter 2 Groups in Montana Primarily to Visit Friends or Relatives	29
Quarter 2 Nonresident Visitor Groups Primarily Passing Through Montana	30
Quarter 2 Nonresident Visitor Groups in Montana Primarily for Business	31
Quarter 2 Groups in Montana Primarily for “Other” Reasons	32
Quarter 3 Groups in Montana Primarily for Vacation, Recreation or Pleasure	33
Quarter 3 Groups in Montana Primarily to Visit Friends or Relatives	34
Quarter 3 Groups Primarily Passing Through Montana	35
Quarter 3 Nonresident Visitor Groups in Montana Primarily for Business	36
Quarter 3 Groups in Montana Primarily for “Other” Reasons	37
Quarter 4 Groups in Montana Primarily for Vacation, Recreation or Pleasure	38
Quarter 4 Groups in Montana Primarily to Visit Friends or Relatives	39
Quarter 4 Groups Primarily Passing Through Montana	40
Quarter 4 Groups in Montana Primarily for Business	41
Quarter 4 Groups in Montana Primarily for “Other” Reasons	42
Section 3 Travel Party’s Residence	43
Quarter 1 Visitors from Wyoming	44
Quarter 1 Visitors from Washington	45
Quarter 1 Visitors from Idaho	46
Quarter 1 Visitors from Alberta	47
Quarter 1 Visitors from North Dakota	48
Quarter 1 Visitors from Utah	49

Quarter 2 Visitors from Washington.....	50
Quarter 2 Visitors from Idaho.....	51
Quarter 2 Visitors from Wyoming.....	52
Quarter 2 Visitors from California.....	53
Quarter 2 Visitors from North Dakota.....	54
Quarter 2 Visitors from Minnesota.....	55
Quarter 3 Visitors from Washington.....	56
Quarter 3 Visitors from Idaho.....	57
Quarter 3 Visitors from California.....	58
Quarter 3 Visitors from Minnesota.....	59
Quarter 3 Visitors from Utah.....	60
Quarter 3 Visitors from Colorado.....	61
Quarter 3 Visitors from Wyoming.....	62
Quarter 3 Visitors from North Dakota.....	63
Quarter 4 Visitors from Idaho.....	64
Quarter 4 Visitors from Washington.....	65
Quarter 4 Visitors from Wyoming.....	66
Quarter 4 Visitors from North Dakota.....	67
Quarter 4 Visitors from Alberta.....	68
Quarter 4 Visitors from California.....	69
Quarter 4 Visitors from Minnesota.....	70
Quarter 4 Visitors from Utah.....	71
Section 4 US Geographic Regions Expenditure Distributions	72
Montana Visitors from Mountain Region*.....	73
Montana Visitors from Pacific Region*.....	74
Montana Visitors from West-North-Central Region*.....	75
Montana Visitors from East-North-Central Region*.....	76
Montana Visitors from South Atlantic Region*.....	77
Montana Visitors from West-South-Central Region*.....	78
Montana Visitors from East-South-Central Region*.....	79
Montana Visitors from Middle Atlantic Region*.....	80
Montana Visitors from New England Region*.....	81

Section 5 Expenditure Distribution by Main Attraction.....	82
Montana Visitors Primarily Attracted by Yellowstone National Park.....	83
Montana Visitors Primarily Attracted by Glacier National Park.....	84
Montana Visitors Primarily Attracted by Mountains and Forests.....	85
Montana Visitors Primarily Attracted by Family and Friends.....	86
Montana Visitors Primarily Attracted by Open Space or Uncrowded Areas.....	87
Section 6 Marketing Response	88
Quarter 1 Marketing Responsiveness.....	89
Quarter 2 Marketing Responsiveness.....	90
Quarter 3 Marketing Responsiveness.....	91
Quarter 4 Marketing Responsiveness.....	92
Appendix A: All Visitor Residences by Quarter and by Primary Purpose	94
Appendix B: All Visitor Residences by Main Attraction.....	114

List of Figures

Section 1 Figures:

Figure 1.1: Quarter 1 Distribution of Main Purpose of Montana Visit.....	14
Figure 1.2: Quarter 2 Distribution of Main Purpose of Montana Visit.....	14
Figure 1.3: Quarter 3 Distribution of Main Purpose of Montana Visit.....	15
Figure 1.4: Quarter 4 Distribution of Main Purpose of Montana Visit.....	15
Figure 1.5: All Year Distribution of Main Purpose of Montana Visit.....	16
Figure 1.6: Quarterly Distribution of Visitation.....	16
Figure 1.7: Quarter 1 Expenditure Distribution by Main Purpose of Montana Visit.....	19
Figure 1.8: Quarter 2 Expenditure Distribution by Main Purpose of Montana Visit.....	19
Figure 1.9: Quarter 3 Expenditure Distribution by Main Purpose of Montana Visit.....	20
Figure 1.10: Quarter 4 Expenditure Distribution by Main Purpose of Montana Visit.....	20
Figure 1.11: Full Year Expenditure Distribution by Main Purpose of Montana Visit.....	21
Figure 1.12: Quarterly Distribution of Visitor Expenditures.....	21

Section 2 Figures:

Figure 2.1 : Expenditure Distribution of Quarter 1 Vacationers.....	23
Figure 2.2 : Expenditure Distribution Quarter 1 Visiting Friends and Relatives.....	24
Figure 2.3: Expenditure Distribution Quarter 1 Visitors Passing Through Montana	25
Figure 2.4: Expenditure Distribution Quarter 1 Business Travelers.....	26
Figure 2.5: Expenditure Distribution Quarter 1 in Montana for "Other" Reasons	27
Figure 2.6: Expenditure Distribution Quarter 2 Vacationers.....	28
Figure 2.7: Expenditure Distribution Quarter 2 Visiting Friends and Relatives.....	29
Figure 2.8: Expenditure Distribution Quarter 2 Visitors Passing Through Montana	30
Figure 2.9: Expenditure Distribution Quarter 2 Business Travelers.....	31

Figure 2.10: Expenditure Distribution Quarter 2 in Montana for "Other" Reasons	32
Figure 2.11: Expenditure Distribution Quarter 3 Vacationers	33
Figure 2.12: Expenditure Distribution Quarter 3 Visiting Friends or Relatives	34
Figure 2.13: Expenditure Distribution Quarter 3 Groups Passing Through Montana	35
Figure 2.14: Expenditure Distribution Quarter 3 Business Travelers	36
Figure 2.15: Expenditure Distribution Quarter 3 in Montana for "Other" Reasons	37
Figure 2.16: Expenditure Distribution Quarter 4 Vacationers.....	38
Figure 2.17: Expenditure Distribution Quarter 4 Visiting Friends and Relatives.....	39
Figure 2.18: Expenditure Distribution Quarter 4 Passing Through.....	40
Figure 2.19: Expenditure Distribution Quarter 4 Business Travelers	41
Figure 2.20 : Expenditure Distribution Quarter 4 in Montana for "Other" Reasons	42

Section 3 Figures:

Figure 3.1: Expenditure Distribution Quarter 1 Visitors from Wyoming.....	44
Figure 3.2: Expenditure Distribution Quarter 1 Visitors from Washington.....	45
Figure 3.3: Expenditure Distribution Quarter 1 Visitors from Idaho.....	46
Figure 3.4: Expenditure Distribution Quarter 1 Visitors from Alberta	47
Figure 3.5: Expenditure Distribution Quarter 1 Visitors from North Dakota	48
Figure 3.6: Expenditure Distribution Quarter 1 Visitors from Utah.....	49
Figure 3.7: Expenditure Distribution Quarter 2 Visitors from Washington.....	50
Figure 3.8: Expenditure Distributions Quarter 2 Visitors from Idaho	51
Figure 3.9: Expenditure Distribution Quarter 2 Visitors from Wyoming.....	52
Figure 3.10: Expenditure Distribution Quarter 2 Visitors from California	53
Figure 3.11: Expenditure Distribution Quarter 2 Visitors from North Dakota.....	54
Figure 3.12: Expenditure Distribution Quarter 2 Visitors from Minnesota.....	55
Figure 3.13: Expenditure Distribution Quarter 3 Visitors from Washington	56
Figure 3.14: Expenditure Distribution Quarter 3 Visitors from Idaho.....	57
Figure 3.15: Expenditure Distribution Quarter 3 Visitors from California	58
Figure 3.16: Expenditure Distribution Quarter 3 Visitors from Minnesota.....	59
Figure 3.17: Expenditure Distribution Quarter 3 Visitors from Utah	60
Figure 3.18: Expenditure Distribution Quarter 3 Visitors from Colorado.....	61
Figure 3.19: Expenditure Distribution Quarter 3 Visitors from Wyoming.....	62
Figure 3.20: Expenditure Distribution Quarter 3 Visitors from North Dakota	63
Figure 3.21: Expenditure Distribution Quarter 4 Visitors from Idaho.....	64
Figure 3.22: Expenditure Distribution Quarter 4 Visitors from Washington	65
Figure 3.23: Expenditure Distribution Quarter 4 Visitors from Wyoming.....	66
Figure 3.24: Expenditure Distribution Quarter 4 Visitors from North Dakota.....	67
Figure 3.25: Expenditure Distribution Quarter 4 Visitors from Alberta.....	68
Figure 3.26: Expenditure Distribution Quarter 4 Visitors from California	69
Figure 3.27: Expenditure Distribution Quarter 4 Visitors from Minnesota.....	70
Figure 3.28: Expenditure Distribution Quarter 4 Visitors from Utah	71

Section 4 Figures:

Figure 4.1: Expenditure Distribution of Groups from Mountain Region	73
Figure 4.2: Expenditure Distribution of Groups from Pacific Region.....	74
Figure 4.3: Expenditure Distribution of Groups from West-North-Central Region	75
Figure 4.4: Expenditure Distribution of Groups from East-North Central Region.....	76
Figure 4.5: South Atlantic Region Expenditure Categories.....	77
Figure 4.6: Expenditure Distribution for Visitors from West-South-Central Region.....	78
Figure 4.7: Expenditure Distribution for Visitors from East-South-Central Region	79
Figure 4.8: Expenditure Distributions for Visitors from Middle Atlantic Region.....	80
Figure 4.9: Expenditure Distribution for Visitors from the New England Region.....	81

Section 5 Figures:

Figure 5.1: Expenditure Distribution Vacationers Primarily Attracted by Yellowstone National Park.....	83
Figure 5.2: Expenditure Distribution Vacationers Primarily Attracted by Glacier National Park.....	84
Figure 5.3: Expenditure Distribution Vacationers Primarily Attracted by Mountains/Forests.....	85
Figure 5.4: Expenditure Distribution Vacationers Primarily Attracted by Family/ Friends	86
Figure 5.5: Expenditure Distribution Vacationers Primarily Attracted by Open space/ Uncrowded Areas.....	87

List of Tables

Section 1 Tables:

Table 1.1: Quarter 1 Main Purpose Group Counts and Frequencies.....	12
Table 1.2: Quarter 2 Main Purpose Group Counts and Frequencies.....	12
Table 1.3: Quarter 3 Main Purpose Group Counts and Frequencies.....	12
Table 1.4: Quarter 4 Main Purpose Group Counts and Frequencies.....	13
Table 1.5: All Year Main Purpose Group Counts and Frequencies	13
Table 1.6: Quarter 1 Expenditures and Average Length of Stay by Main Purpose of Montana Visit.....	17
Table 1.7: Quarter 2 Expenditures and Average Length of Stay by Main Purpose of Montana Visit.....	17
Table 1.8: Quarter 3 Expenditures and Average Length of Stay by Main Purpose of Montana Visit.....	17
Table 1.9: Quarter 4 Expenditures and Average Length of Stay by Main Purpose of Montana Visit.....	18
Table 1.10: All Year Expenditures and Average Length of Stay by Main Purpose of Montana Visit.....	18

Section 2 Tables:

Table 2.1: Group Statistics for Quarter 1 Visitors in Montana Primarily for Vacation/Recreation/Pleasure.....	23
Table 2.2: Most Common Group Types	23
Table 2.3: Most Common Visitor Residence.....	23
Table 2.4: Group Statistics for Quarter 1 Visitors In Montana Primarily to Visit Friends or Relatives (VFR)	24
Table 2.5: Group Statistics for Quarter 1 Visitors in Montana Primarily to Pass Through.....	25
Table 2.6: Most Common Group Types	25
Table 2.7: Most Common Visitor Residence.....	25
Table 2.8: Group Statistics for Quarter 1 Visitors in Montana Primarily for Business.....	26
Table 2.9: Most Common Visitor Residence.....	26
Table 2.10: Most Common Group Types	26
Table 2.11: Group Statistics for Quarter 1 Visitors in Montana Primarily for “Other” Reasons.....	27
Table 2.12: Most Common Group Types	27
Table 2.13: Most Common Visitor Residence.....	27
Table 2.14: Group Statistics for Quarter 2 Visitors in Montana Primarily for Vacation/Recreation/Pleasure	28
Table 2.15: Most Common Visitor Residence.....	28
Table 2.16: Most Common Group Types	28
Table 2.17: Group Statistics for Quarter 2 Visitors in Montana Primarily to Visit Friends or Relatives (VFR)	29
Table 2.18: Most Common Visitor Residence.....	29
Table 2.19: Most Common Group Types	29
Table 2.20: Group Statistics for Quarter 2 Visitors Primarily Passing Through Montana	30
Table 2.21: Most Common Visitor Residence.....	30
Table 2.22: Most Common Group Types	30

Section 3 Tables:

Table 3.1: Group Statistics for Quarter 1 Visitors from Wyoming	44
Table 3.2: Most Common Main Purpose of Trip.....	51
Table 3.3: Most Common Group Type.....	54
Table 3.4: Most Common Group Type.....	56

Table 3.5: Most Common Group Type.....	57
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Section 4 Tables:

Table 4.19: Quarterly Visitation Frequencies	77
Table 4.21: Group Statistics for Visitors from West-South-Central Region.....	78

Section 5 Tables:

Table 5.1: Group Statistics for Visitors Primarily Attracted to Montana by Yellowstone National Park.....	83
Table 5.2: Group Statistics for Visitors Primarily Attracted by Montana's Open Space/ Uncrowded areas.....	87
Table 5.3: Most Common Visitor Residence.....	87
Table 5.4: Most Common Group Types	87

Section 6 Tables:

Table 6.1: Quarter 1 Marketing Responsiveness by Main Purpose of Montana Visit.....	89
Table 6.2 Quarter 1 Marketing Responsiveness by Visitor Residence.....	89
Table 6.3: Quarter 1 Marketing Responsiveness by Primary Montana Attraction.....	89
Table 6.4: Quarter 2 Marketing Responsiveness by Main Purpose of Montana Visit.....	90
Table 6.5: Quarter 2 Marketing Responsiveness by Visitor Residence.....	90
Table 6.6: Quarter 2 Marketing Responsiveness by Primary Montana Attraction.....	90
Table 6.7: Quarter 3 Marketing Responsiveness by Main Purpose of Montana Visit.....	91
Table 6.8: Quarter 3 Marketing Responsiveness by Visitor Residence.....	91
Table 6.9: Quarter 3 Marketing Responsiveness by Primary Montana Attraction.....	91
Table 6.10: Quarter 4 Marketing Responsiveness by Main Purpose of Montana Visit.....	92
Table 6.11: Quarter 4 Marketing Responsiveness by Visitor Residence.....	92
Table 6.12: Quarter 4 Marketing Responsiveness by Primary Montana Attraction.....	92

Word of Caution!

The reader must be aware that there is overlap among market segments discussed in the report (for example, some travelers attracted to Montana by Glacier National Park may also be visiting family).

For this reason, ***the economic figures cannot be totaled between sections.***

Section 1 Quarterly Distribution of Nonresident Travel Groups and Group Expenditures

Visitation does not occur steadily throughout the year. The first section of this report explores some of the oscillations in visitor groups to Montana. Additionally, as a byproduct of the changing visitation rates over the year, expenditures also demonstrate marked increases and decreases. For instance, 25% of quarter one visitors are vacationers. As the summer (3rd) quarter approaches, vacationers make up a larger portion of the visitors (44% in quarter 3). Similarly, the expenditures of vacationers make up 42% of quarter 1 expenditures but grow to 61% of quarter 3 expenditures.

The charts below display the quarterly fluctuations in group type and in expenditures.

The groups are only composed of survey respondents who selected one of six “main purpose” options on the 2005 non-resident survey. There are a number of respondents (1% of all respondents) who did not select one of the six main purposes. These respondents were not included in this analysis.

Table 1.1: Quarter 1 Main Purpose Group Counts and Frequencies

Quarter 1 (Q1) Visitors			
	Groups in Q1	Percent of Q1 Groups	Percent Q1 of Annual Groups
Vacation/Recreation/Pleasure	138,974	25%	3%
Visiting Friends/Relatives	124,031	22%	3%
Pass Through	126,023	23%	3%
Shopping	6,475	1%	<1%
Business/Convention/Meeting	119,049	21%	3%
Other	44,830	8%	1%
Total	559,383	100%	14%

Table 1.2: Quarter 2 Main Purpose Group Counts and Frequencies

Quarter 2 (Q2) Visitors			
	Groups in Q2	Percent of Q2 Groups	Percent Q2 of Annual Groups
Vacation/Recreation/Pleasure	361,279	34%	9%
Visiting Friends/Relatives	194,259	18%	5%
Pass Through	296,048	28%	7%
Shopping	15,770	1%	<1%
Business/Convention/Meeting	129,028	12%	3%
Other	65,948	6%	2%
Total	1,062,332	100%	26%

Table 1.3: Quarter 3 Main Purpose Group Counts and Frequencies

Quarter 3 (Q3) Visitors			
	Groups in Q3	Percent of Q3 Groups	Percent Q3 of Annual Groups
Vacation/Recreation/Pleasure	797,017	45%	19%
Visiting Friends/Relatives	297,741	17%	7%
Pass Through	442,050	25%	11%
Shopping	32,345	2%	1%
Business/Convention/Meeting	137,674	8%	3%
Other	70,496	4%	2%
Total	1,777,323	100%	43%

Table 1.4: Quarter 4 Main Purpose Group Counts and Frequencies

Quarter 4 (Q4) Visitors			
	Groups in Q4	Percent of Q4 Groups	Percent Q4 of Annual Groups
Vacation/Recreation/Pleasure	135,901	20%	3%
Visiting Friends/Relatives	135,315	20%	3%
Pass Through	244,270	36%	6%
Shopping	11,130	2%	<1%
Business/Convention/Meeting	104,854	16%	3%
Other	39,833	6%	1%
Total	671,302	100%	16%

Table 1.5: All Year Main Purpose Group Counts and Frequencies

All Visitor Groups	Percent of Visitor Groups	# of Groups
Vacation/Recreation/Pleasure	35%	1,433,171
Visiting Friends/Relatives	18%	751,346
Pass through	27%	1,108,391
Shopping	2%	65,721
Business/Convention/Meeting	12%	490,606
Other	5%	221,107
All Visitors	100%	4,070,341

Figure 1.1: Quarter 1 Distribution of Main Purpose of Montana Visit

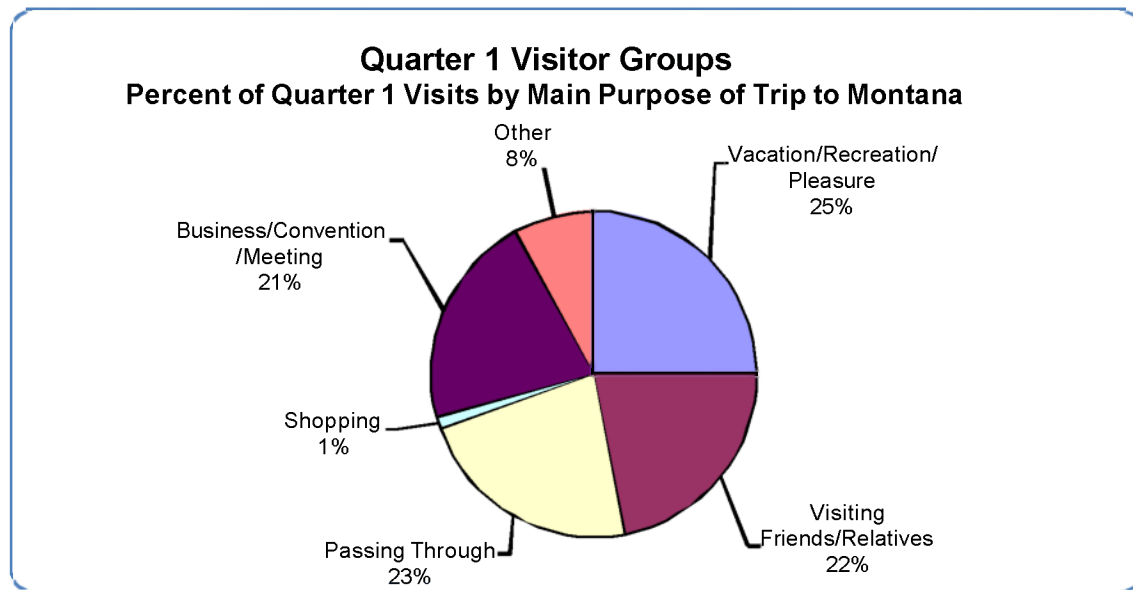


Figure 1.2: Quarter 2 Distribution of Main Purpose of Montana Visit

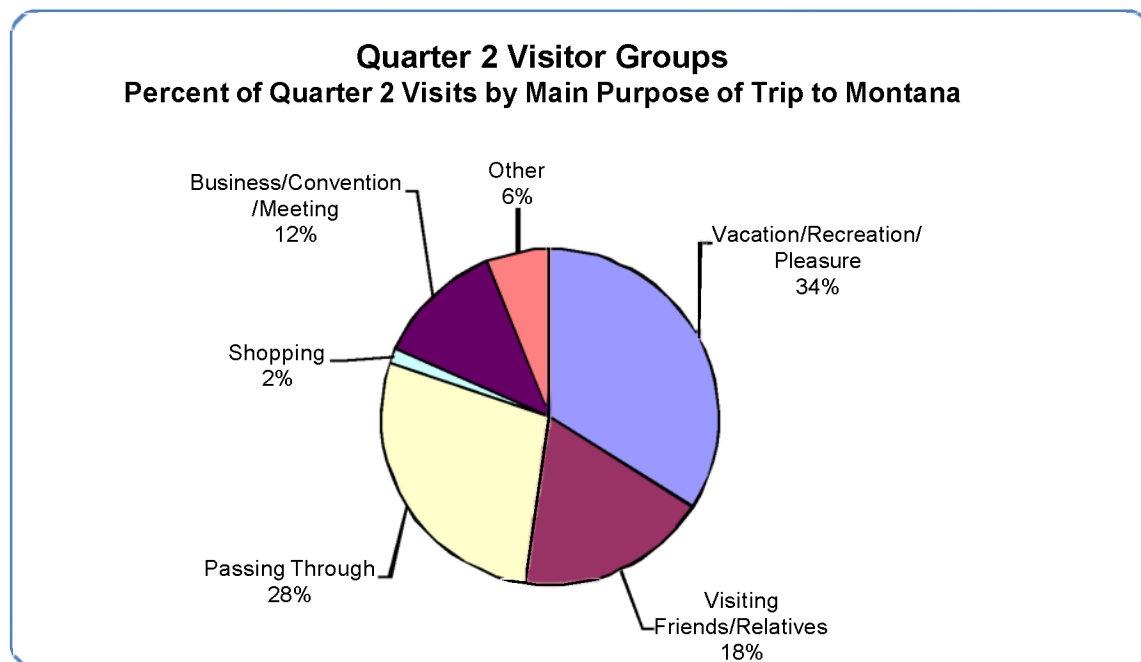


Figure 1.3: Quarter 3 Distribution of Main Purpose of Montana Visit

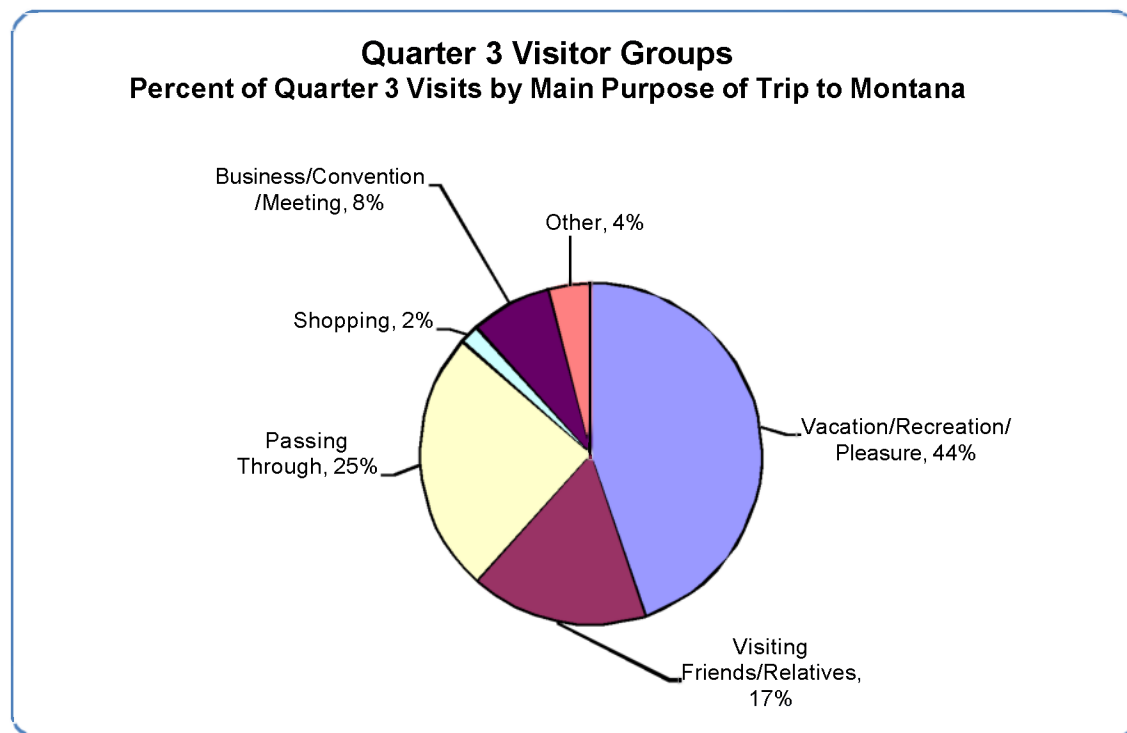


Figure 1.4: Quarter 4 Distribution of Main Purpose of Montana Visit

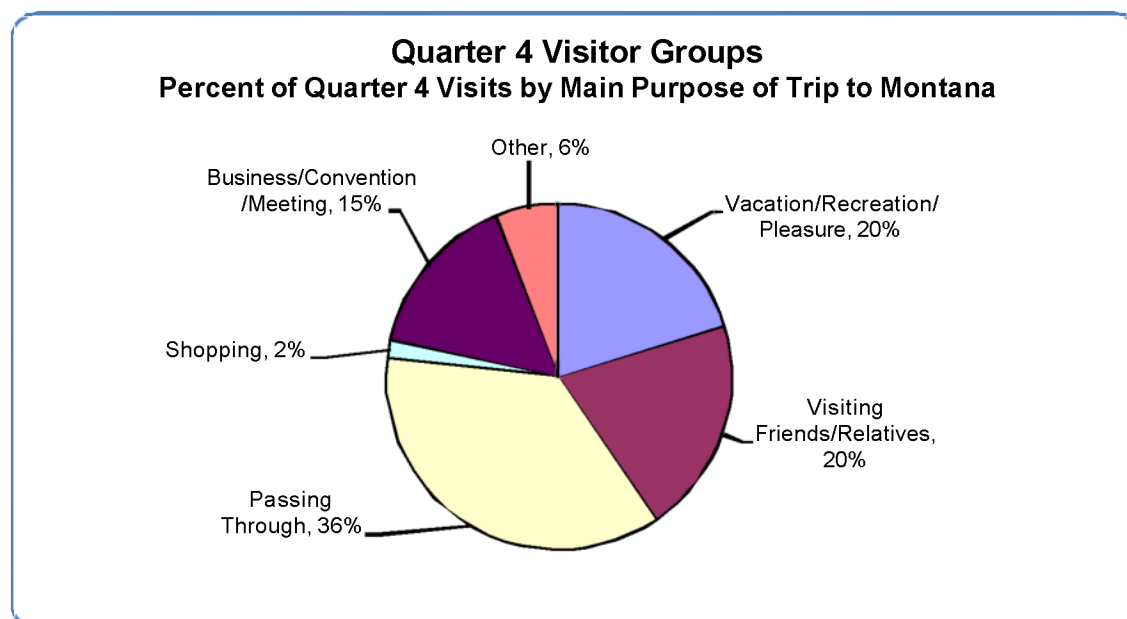


Figure 1.5: All Year Distribution of Main Purpose of Montana Visit

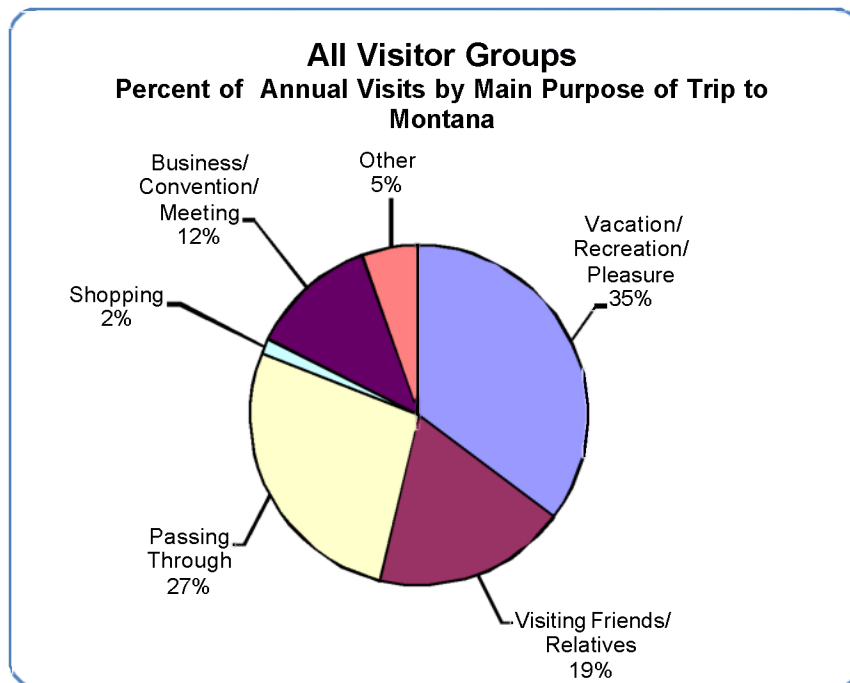


Figure 1.6: Quarterly Distribution of Visitation

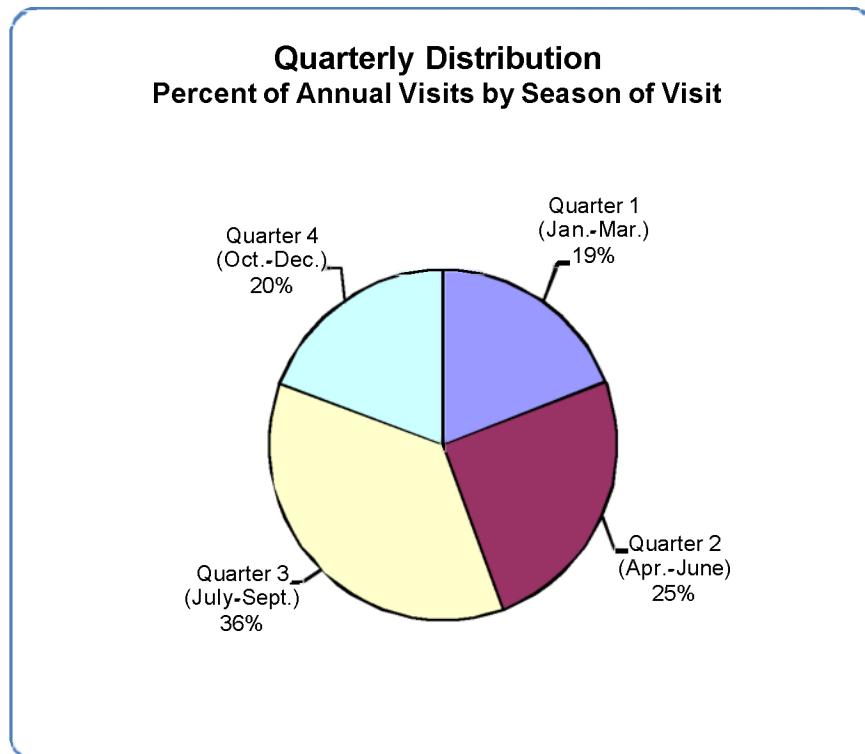


Table 1.6: Quarter 1 Expenditures and Average Length of Stay by Main Purpose of Montana Visit

Percent of Quarter 1 Expenditures by Main Purpose of Trip to Montana					
	Avg. Length of Stay (nights)	Avg. Daily Expend.	Total Expend. (millions)	% Q1 Expend.	% Annual Expend.
Vacation/Recreation/Pleasure	5.65	\$211	\$166	43%	5%
Visiting Friends/Relatives	5.19	\$133	\$86	22%	3%
Passing Through	1.07	\$101	\$14	4%	<1%
Shopping	0.71	\$202	\$1	<1%	<1%
Business/Convention/Meeting	5.81	\$144	\$100	26%	3%
Other	4.23	\$129	\$24	6%	1%
All Q1 Visitors	4.37	\$148	\$391	100%	13%

Table 1.7: Quarter 2 Expenditures and Average Length of Stay by Main Purpose of Montana Visit

Percent of Quarter 2 Expenditures by Main Purpose of Trip to Montana					
	Avg. Length of Stay (nights)	Avg. Daily Expend.	Total Expend. (millions)	% Q2 Expend.	% Annual Expend.
Vacation/Recreation/Pleasure	5.72	\$197	\$407	52%	13%
Visiting Friends/Relatives	5.38	\$165	\$173	22%	6%
Passing Through	1.42	\$98	\$41	5%	1%
Shopping	0.92	\$171	\$2	<1%	<1%
Business/Convention/Meeting	5.67	\$149	\$109	14%	4%
Other	7.34	\$114	\$55	7%	2%
All Q2 Visitors	4.48	\$152	\$787	100%	26%

Table 1.8: Quarter 3 Expenditures and Average Length of Stay by Main Purpose of Montana Visit

Percent of Quarter 3 Expenditures by Main Purpose of Trip to Montana					
	Avg. Length of Stay (nights)	Avg. Daily Expend.	Total Expend. (millions)	% Q3 Expend.	% Annual Expend.
Vacation/Recreation/Pleasure	6.40	\$182	\$928	62%	30%
Visiting Friends/Relatives	6.00	\$154	\$275	18%	9%
Passing Through	1.37	\$101	\$61	4%	2%
Shopping	1.16	\$226	\$8	1%	<1%
Business/Convention/Meeting	5.29	\$188	\$137	9%	4%
Other	8.28	\$139	\$81	5%	3%
All Q3 Visitors	4.99	\$157	\$1,491	100%	49%

Table 1.9: Quarter 4 Expenditures and Average Length of Stay by Main Purpose of Montana Visit

Percent of Quarter 4 Expenditures by Main Purpose of Trip to Montana					
	Avg. Length of Stay (nights)	Avg. Daily Expend.	Total Expend. (millions)	% Q4 Expend.	% Annual Expend.
Vacation/Recreation/Pleasure	5.48	\$221	\$165	38%	5%
Visiting Friends/Relatives	5.22	\$136	\$96	22%	3%
Passing Through	1.18	\$109	\$31	7%	1%
Shopping	0.88	\$189	\$2	<1%	<1%
Business/Convention/Meeting	5.72	\$142	\$85	19%	3%
Other	7.09	\$211	\$60	14%	2%
All Q4 Visitors	3.93	\$150	\$439	100%	14%

Table 1.10: All Year Expenditures and Average Length of Stay by Main Purpose of Montana Visit

Percent of Annual Expenditures by Main Purpose of Trip to Montana				
	Avg. Length of Stay (nights)	Avg. Daily Expend.	Total Expend. (millions)	% Annual Expend.
Vacation/Recreation/Pleasure	6.02	\$195	\$1,674	52%
Visiting Friends/Relatives	5.50	\$148	\$612	20%
Passing Through	1.29	\$102	\$146	5%
Shopping	0.98	\$202	\$13	<1%
Business/Convention/Meeting	5.64	\$154	\$426	15%
Other	6.68	\$144	\$248	17%
All Visitors	4.56	\$153	\$3,119	100%

Figure 1.7: Quarter 1 Expenditure Distribution by Main Purpose of Montana Visit

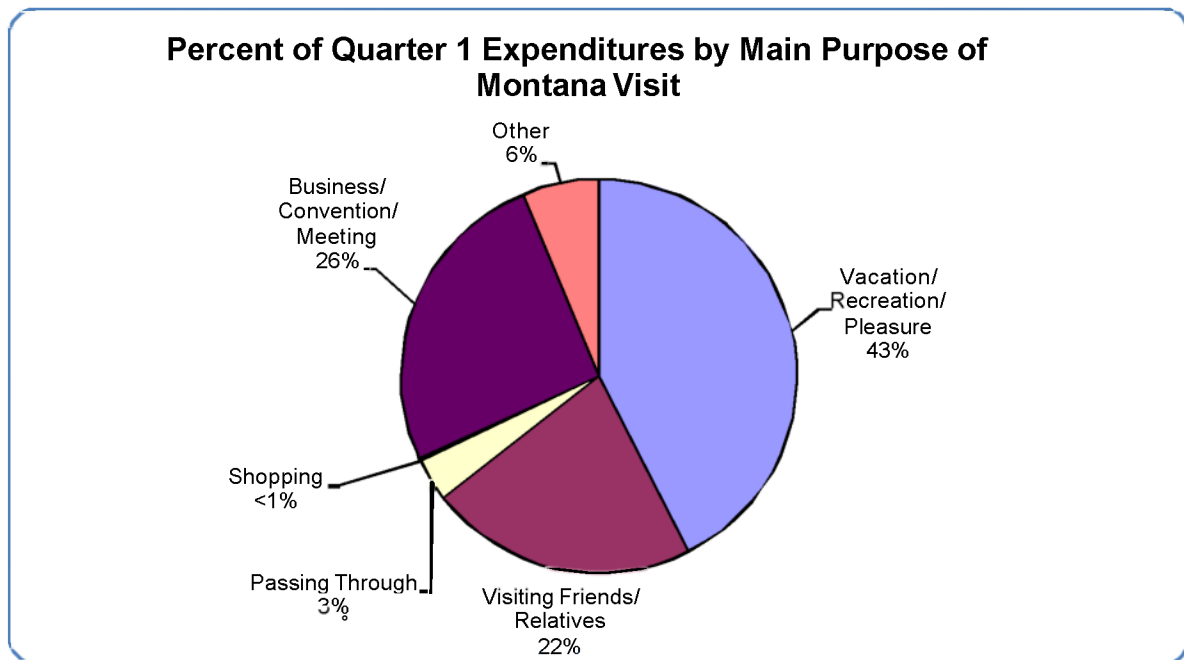


Figure 1.8: Quarter 2 Expenditure Distribution by Main Purpose of Montana Visit

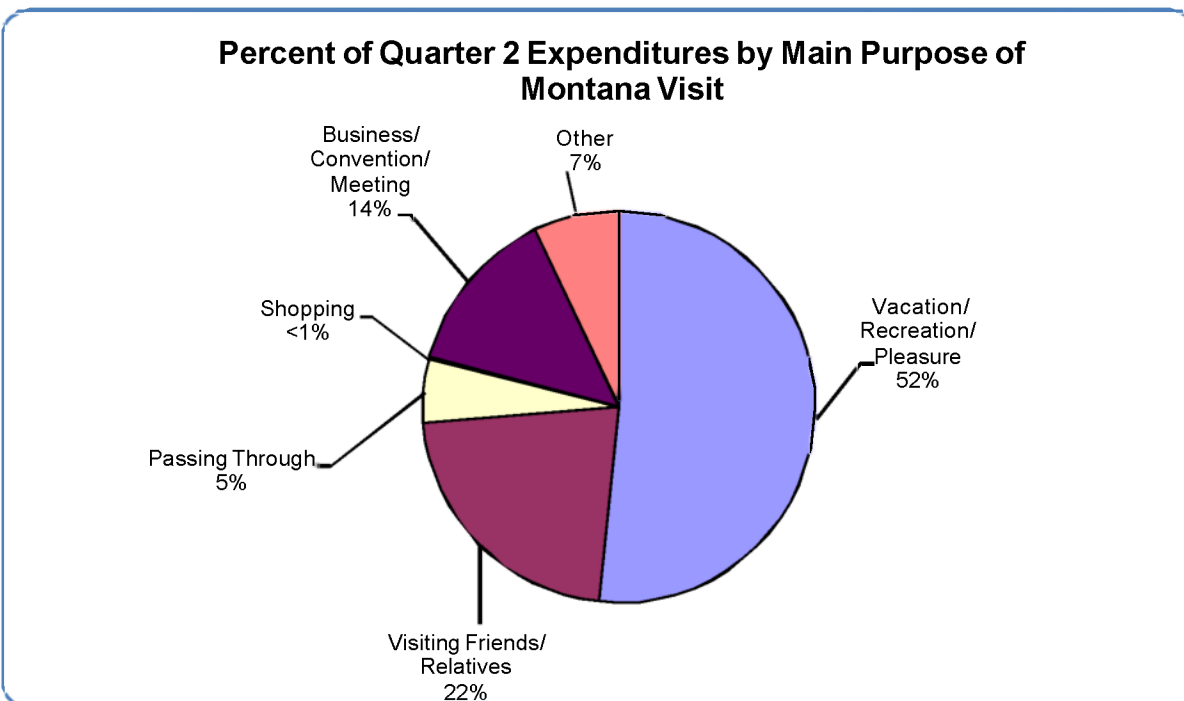


Figure 1.9: Quarter 3 Expenditure Distribution by Main Purpose of Montana Visit

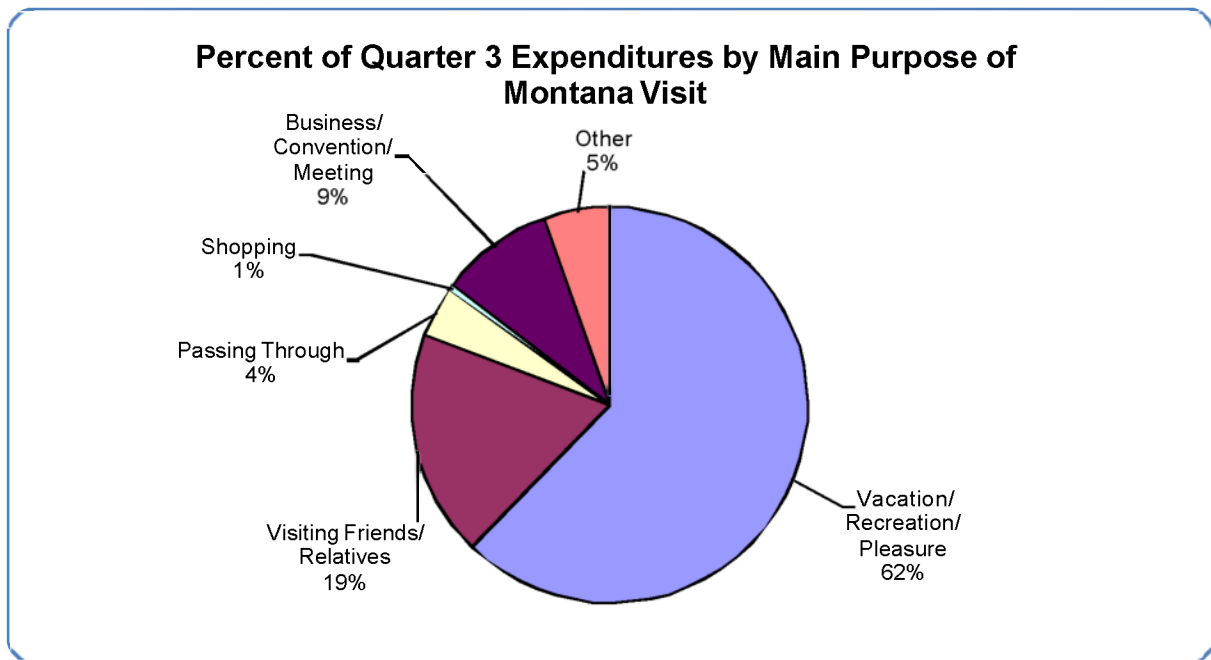


Figure 1.10: Quarter 4 Expenditure Distribution by Main Purpose of Montana Visit

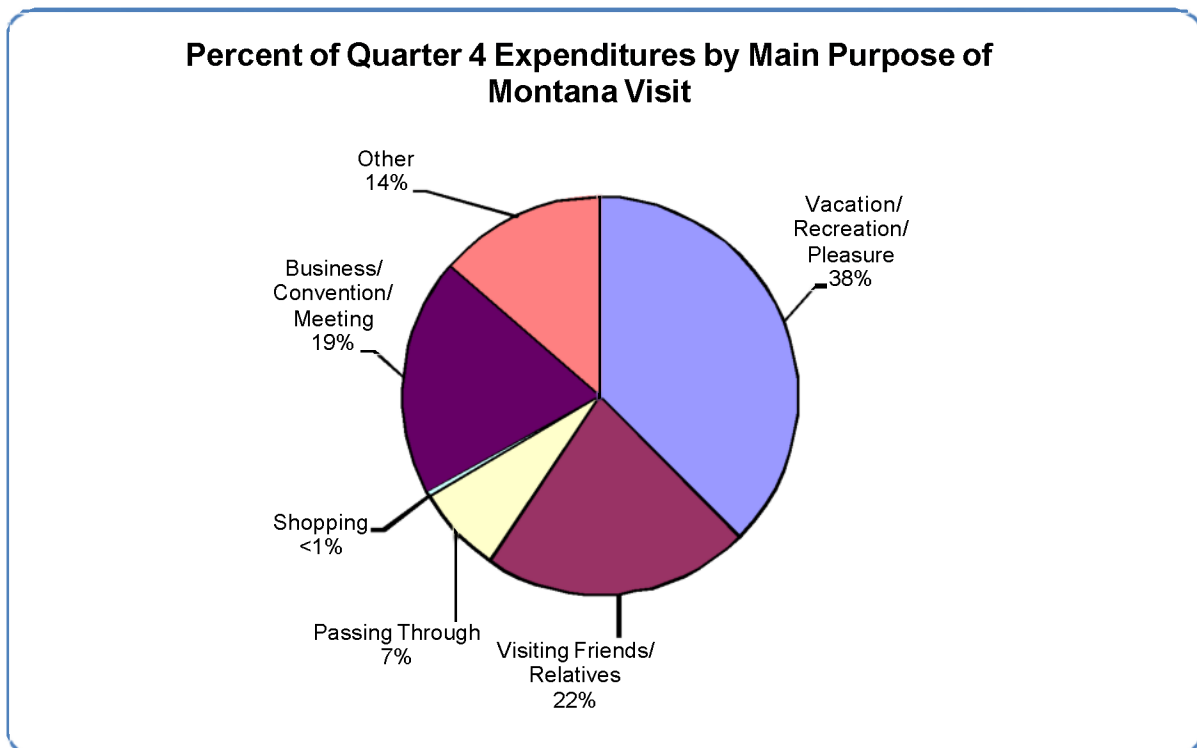


Figure 1.11: Full Year Expenditure Distribution by Main Purpose of Montana Visit

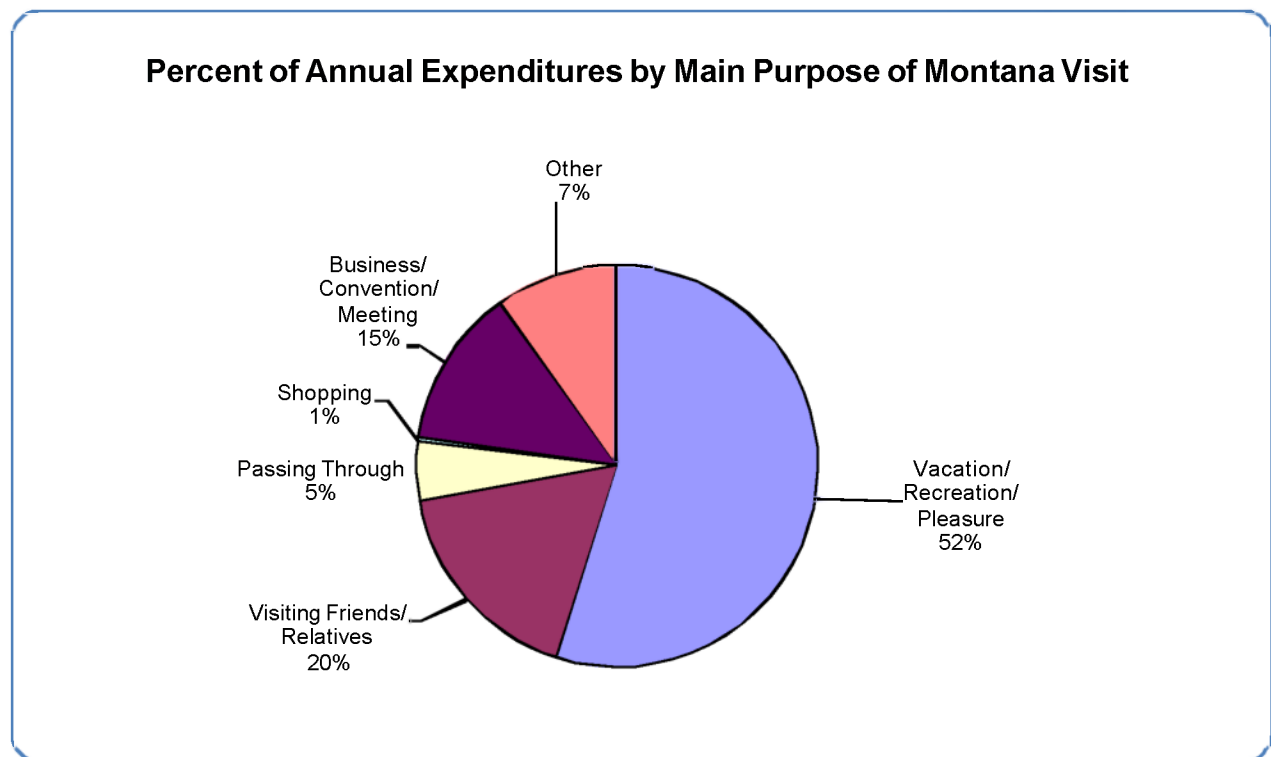
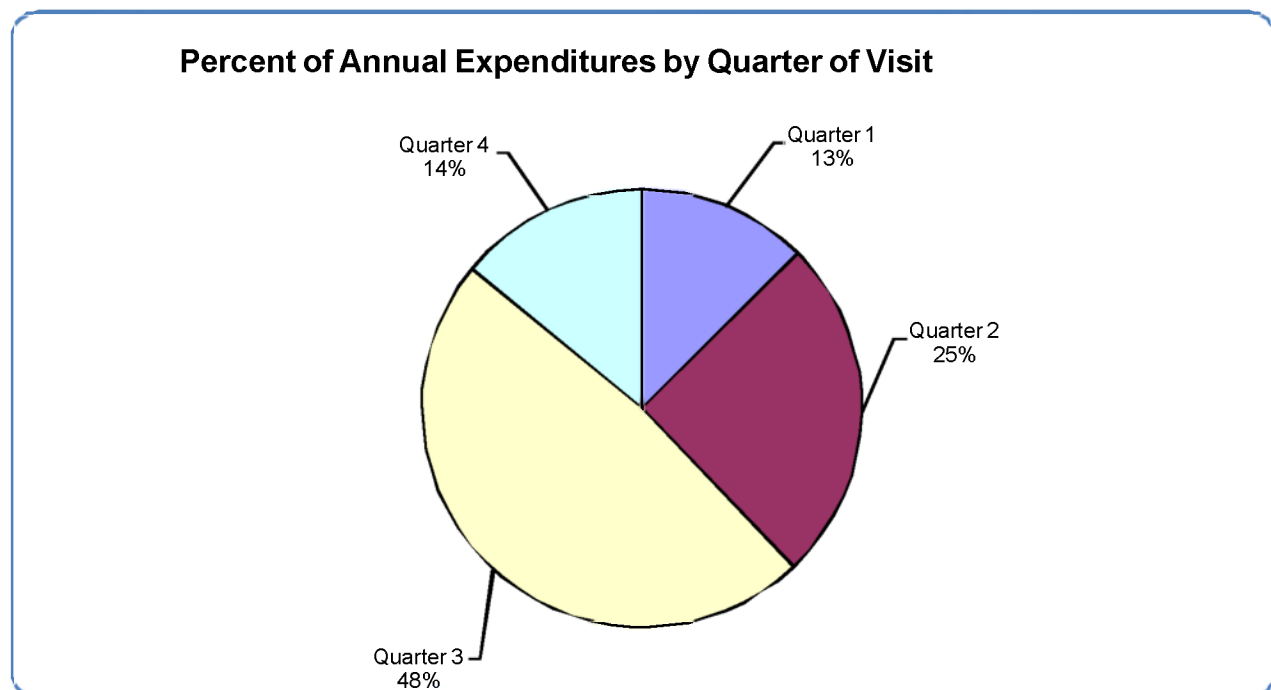


Figure 1.12: Quarterly Distribution of Visitor Expenditures



Section 2 Main Purpose of Trip to Montana

In this section, the expenditure distributions are explored for the most common main purposes for visiting Montana for each quarter. The charts display the average distributions of expenditures across 12 categories. The tables below provide additional information on the travel group such as average length of stay and estimated total expenditures.

Some points of interest are:

- In all quarters, the largest percentages of expenditures were by groups in Montana primarily for vacation, recreation, or pleasure (Q1: 42%, Q2: 51%, Q3: 61%, Q4: 38%).
- Across all quarters, the majority of expenditures were for gasoline, hotels, and restaurants.
- The average daily expenditures of those in Montana for vacation, recreation or pleasure were higher in quarters 1 and 4 (\$211 and \$221, respectively) than they were for quarters 2 and 3 (\$197 and \$182, respectively), while for those visiting friends or relatives, average daily expenditures were higher in quarters 2 and 3 (\$165 and \$154, respectively) than they were in quarters 1 and 4 (\$133 and \$136, respectively).
- Those in Montana for business spent an average of \$188 per day during quarter 3, significantly more than what they spent during quarters 1, 2 and 4 (\$144, \$149 and \$142, respectively). Length of stay, however, was slightly lower in quarter 3 (5.29 nights) than for the other three quarters (5.81, 5.67 and 5.72, respectively) for this group.

Quarter 1 Groups in Montana Primarily for Vacation, Recreation, or Pleasure

Figure 2.1 : Expenditure Distribution of Quarter 1 Vacationers

Quarter 1 vacationers represent 24% of all quarter 1 visitors. However, the group's expenditures make up 42% of all expenditures for the quarter. The greatest portions of dollars spent were on restaurants, gasoline and retail. Often these groups were made up of couples, family, or friends and commonly traveled from Washington, Minnesota, or Wyoming. On average, members of this group stayed 5.65 nights in Montana and spent \$211 per day. An estimated \$166 million was spent by this group in quarter 1.

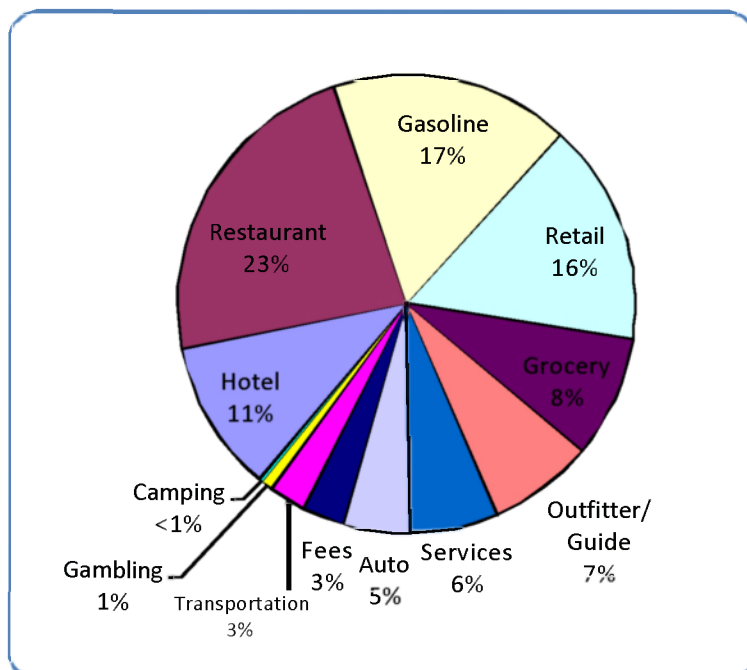


Table 2.1: Group Statistics for Quarter 1 Visitors in Montana Primarily for Vacation/Recreation/Pleasure

Average Expenditures of Quarter 1 Visitor Groups Primarily on Vacation					
% of All Quarter 1 Traveler Groups	# of Groups	Average Length of Stay (nights)	Average Daily Expenditures	Total Expenditures	% of all Quarter 1 Expenditures
24%	138,974	5.65	\$211	\$166 million	42%

Table 2.2: Most Common Group Types

	Group Type
#1	Couple
#2	Immediate Family
#3	Friends

Table 2.3: Most Common Visitor Residence

	Residence
#1	Washington
#2	Minnesota
#3	Wyoming

Quarter 1 Groups in Montana Primarily to Visit Friends or Relatives

Figure 2.2 : Expenditure Distribution Quarter 1 Visiting Friends and Relatives

Quarter 1 groups visiting friends or relatives represent 22% of all quarter 1 visitors. The group's expenditures make up 22% of all expenditures for the quarter. The greatest portions of dollars spent were on restaurants, gasoline, and retail. The groups often traveled alone, as couples, or with immediate family and commonly traveled from Washington, Idaho, or North Dakota. On average, members of this group stayed 5.19 nights in Montana and spent \$133 per day. An estimated \$86 million was spent by this group in quarter 1.

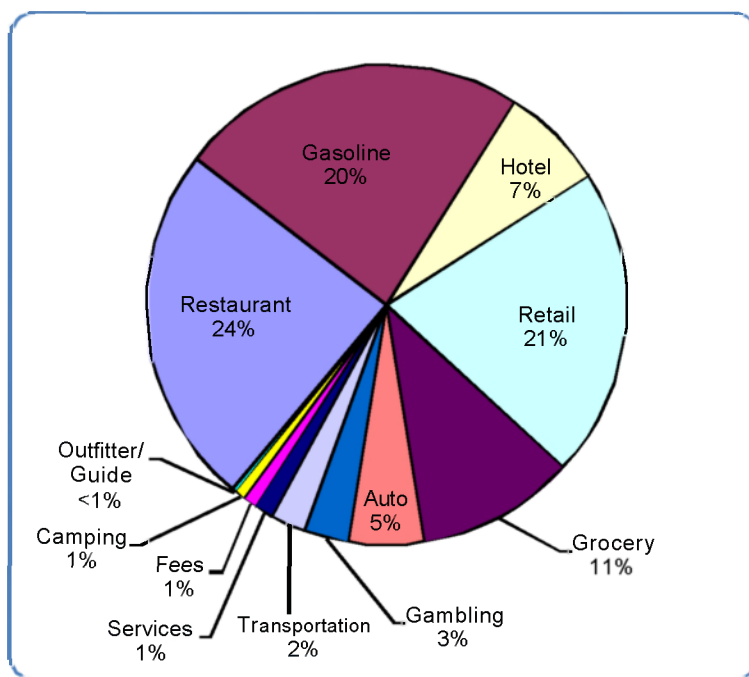


Table 2.4: Group Statistics for Quarter 1 Visitors In Montana Primarily to Visit Friends or Relatives (VFR)

Average Expenditures of Quarter 1 Visitor Groups Primarily to VFR					
% of All Quarter 1 Traveler Groups	# of Groups	Average Length of Stay (nights)	Average Daily Expenditures	Total Expenditures	% of all Quarter 1 Expenditures
22%	124,031	5.19	\$133	\$86 million	22%

Table 2.5: Most Common Group Type

	Group Type
#1	Self
#2	Couple
#3	Immediate Family

Table 2.6: Most Common Visitor Residence

	Residence
#1	Washington
#2	Idaho
#3	North Dakota

Quarter 1 Nonresident Visitor Groups in Montana Primarily to Pass Through

Figure 2.3: Expenditure Distribution Quarter 1 Visitors Passing Through Montana

Quarter 1 groups passing through Montana represent 23% of all quarter 1 visitors. However, the group's expenditures only make up 4% of all expenditures for the quarter. The greatest portions of dollars spent were on gasoline, hotels, and restaurants. The groups often traveled as couples, alone, or with family and commonly traveled from Wyoming, Alberta, or Washington. On average, members of this group stayed 1.07 nights in Montana and spent \$125 per day. An estimated \$14 million was spent by this group in quarter 1.

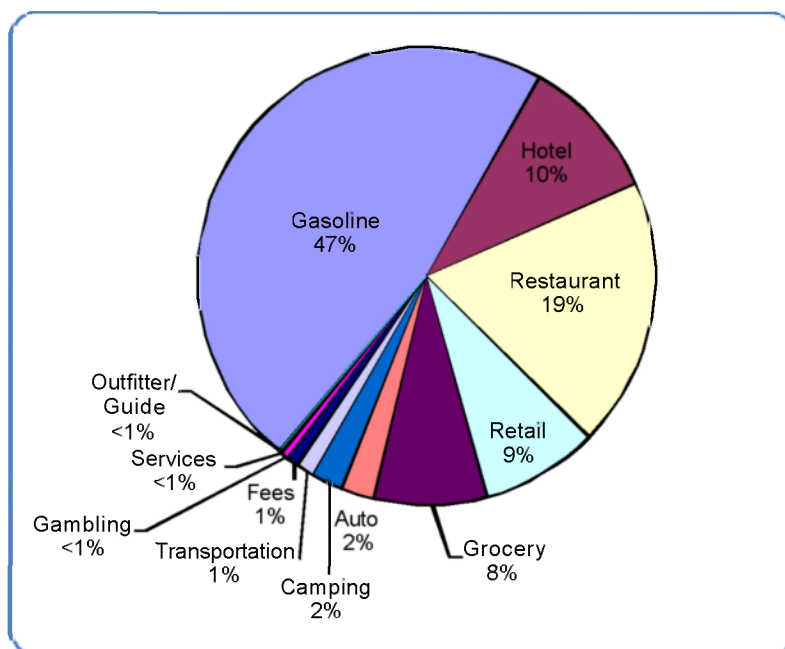


Table 2.5: Group Statistics for Quarter 1 Visitors in Montana Primarily to Pass Through

Average Expenditures of Quarter 1 Visitor Groups Primarily Passing Through MT					
% of All Quarter 1 Traveler Groups	# of Groups	Average Length of Stay (nights)	Average Daily Expenditures	Total Expenditures	% of all Quarter 1 Expenditures
23%	126,023	1.07	\$101	\$14 million	4%

Table 2.6: Most Common Group Types

	Group Type
#1	Couple
#2	Self
#3	Immediate Family

Table 2.7: Most Common Visitor Residence

	Residence
#1	Wyoming
#2	Alberta
#3	Washington

Quarter 1 Groups in Montana Primarily for Business

Quarter 1 groups in Montana for business represent 21% of all quarter 1 visitors. The group's expenditures make up 26% of all expenditures for the quarter. The greatest portions of dollars spent were on restaurants, gasoline, and hotels. The groups often traveled alone, as couples, or with business associates and commonly traveled from Washington, Idaho, or Wyoming. On average, members of this group stayed 5.81 nights in Montana and spent \$144 per day. An estimated \$100 million was spent by this group in quarter 1.

Figure 2.4: Expenditure Distribution Quarter 1 Business Travelers

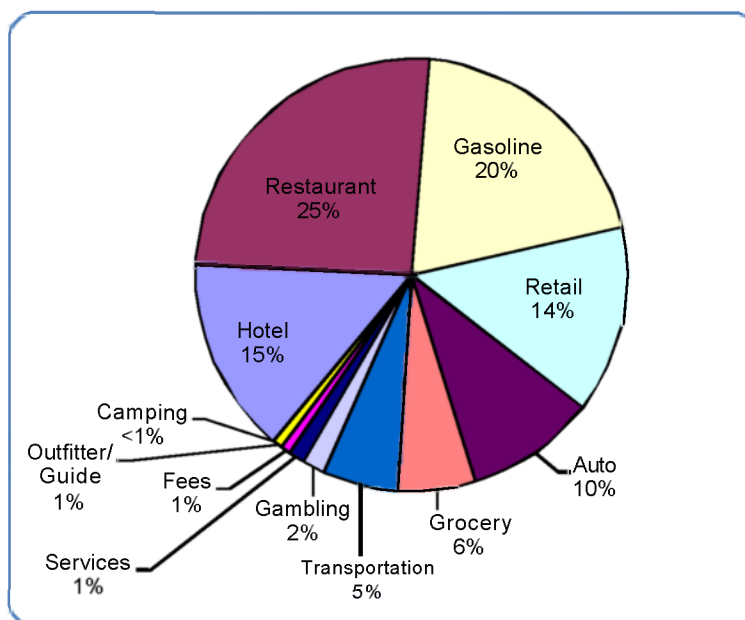


Table 2.8: Group Statistics for Quarter 1 Visitors in Montana Primarily for Business

Average Expenditures of Quarter 1 Visitor Groups Primarily in MT on Business					
% of All Quarter 1 Traveler Groups	# of Groups	Average Length of Stay (nights)	Average Daily Expenditures	Total Expenditures	% of all Quarter 1 Expenditures
21%	119,049	5.81	\$144	\$100 million	26%

Table 2.10: Most Common Group Types

	Group Type
#1	Self
#2	Couple
#3	Business Assoc.

Table 2.9: Most Common Visitor Residence

	Residence
#1	Washington
#2	Idaho
#3	Wyoming

Quarter 1 Groups in Montana Primarily for “Other” Reasons

Figure 2.5: Expenditure Distribution Quarter 1 in Montana for “Other” Reasons

Quarter 1 groups in Montana for “other” reasons represent 1% of all quarter 1 visitors. However, the group’s expenditures make up 6% of all expenditures for the quarter. The greatest portions of dollars spent were on retail, restaurants and gasoline. The groups often traveled alone, with family, or as couples and commonly traveled from Wyoming, Washington, or Utah. On average, members of this group stayed 4.23 nights in Montana and spent \$129 per day. An estimated \$24 million was spent by this group in quarter 1.

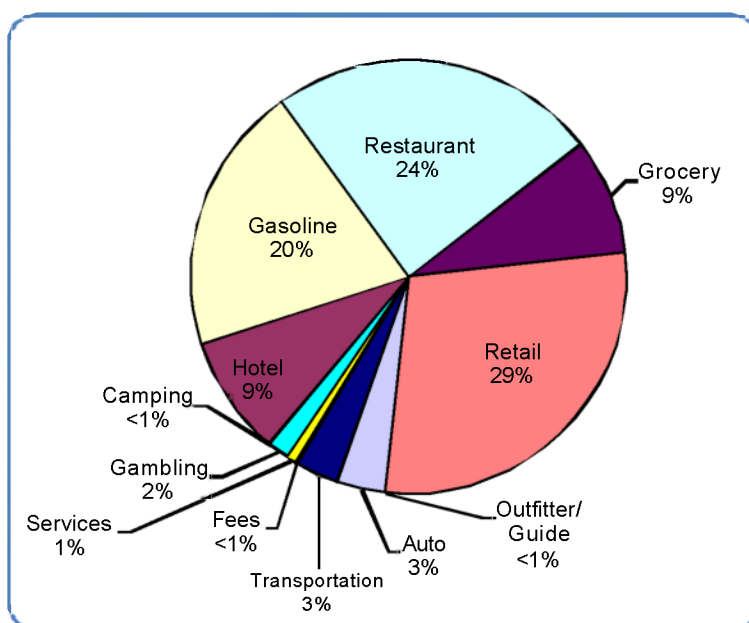


Table 2.11: Group Statistics for Quarter 1 Visitors in Montana Primarily for “Other” Reasons

Average Expenditures of Quarter 1 Visitor Groups in MT for “Other” Reasons					
% of All Quarter 1 Traveler Groups	# of Groups	Average Length of Stay (nights)	Average Daily Expenditures	Total Expenditures	% of all Quarter 1 Expenditures
1%	44,830	4.23	\$129	\$24 Million	6%

Table 2.12: Most Common Group Types

	Group Type
#1	Self
#2	Immediate Family
#3	Couple

Table 2.13: Most Common Visitor Residence

	Residence
#1	Wyoming
#2	Washington
#3	Utah

Quarter 2 Groups in Montana Primarily for Vacation, Recreation or Pleasure

Figure 2.6: Expenditure Distribution Quarter 2 Vacationers

Quarter 2 vacationers represent 33% of all quarter 2 visitors. However, the group's expenditures make up 52% of all expenditures for the quarter. The greatest portions of dollars spent were on hotels, restaurants, and gasoline. The groups often traveled as couples, with family, or alone and commonly traveled from Washington, Idaho, or California. On average, members of this group stayed 5.72 nights in Montana and spent \$197 per day. An estimated \$407 million was spent by this group in quarter 2.

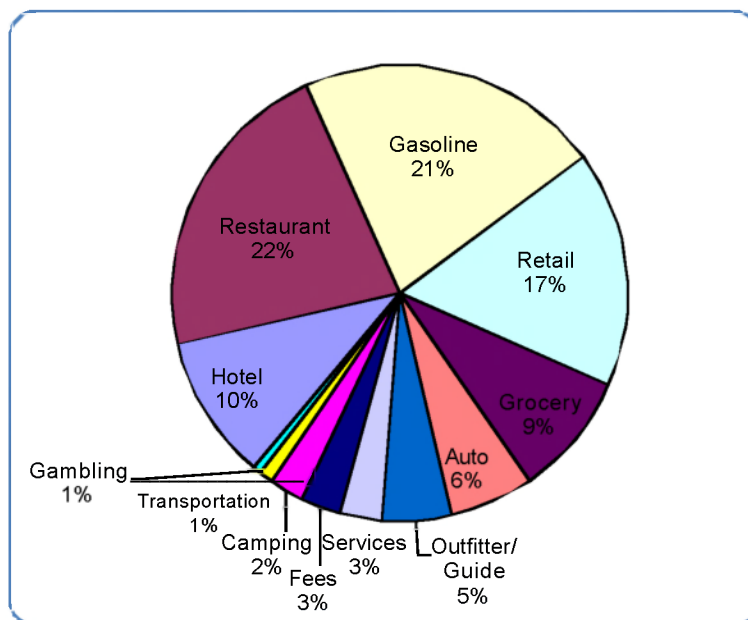


Table 2.14: Group Statistics for Quarter 2 Visitors in Montana Primarily for Vacation/Recreation/Pleasure

Average Expenditures of Quarter 2 Visitor Groups Primarily on Vacation					
% of All Quarter 2 Traveler Groups	# of Groups	Average Length of Stay (nights)	Average Daily Expenditures	Total Expenditures	% of all Quarter 2 Expenditures
33%	361, 279	5.72	\$197	\$407 million	52%

Table 2.16: Most Common Group Types

	Group Type
#1	Couple
#2	Immediate Family
#3	Self

Table 2.15: Most Common Visitor Residence

	Residence
#1	Washington
#2	Idaho
#3	California

Quarter 2 Groups in Montana Primarily to Visit Friends or Relatives

Figure 2.7 : Expenditure Distribution Quarter 2 Visiting Friends and Relatives

Quarter 2 groups visiting friends or relatives represent 18% of all quarter 2 visitors. The group's expenditures make up 22% of all expenditures for the quarter. The greatest portions of dollars spent were on restaurants, gas, and retail. The groups often traveled with family, as couples, or alone and commonly traveled from Washington, North Dakota, or Wyoming. On average, members of this group stayed 5.38 nights in Montana and spent \$156 per day. An estimated \$172 million was spent by this group in quarter 2.

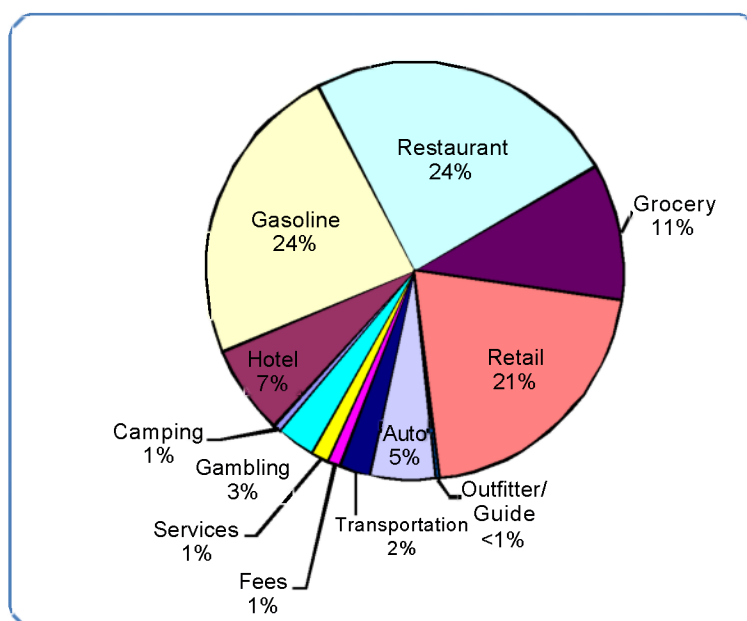


Table 2.17: Group Statistics for Quarter 2 Visitors in Montana Primarily to Visit Friends or Relatives (VFR)

Average Expenditures of Quarter 2 Visitor Groups Primarily to VFR					
% of All Quarter 2 Traveler Groups	# of Groups	Average Length of Stay (nights)	Average Daily Expenditures	Total Expenditures	% of all Quarter 2 Expenditures
18%	194,259	5.38	\$165	\$172 Million	22%

Table 2.19: Most Common Group Types

	Group Type
#1	Immediate Family
#2	Couple
#3	Self

Table 2.18: Most Common Visitor Residence

	Residence
#1	Washington
#2	North Dakota
#3	Wyoming

Quarter 2 Nonresident Visitor Groups Primarily Passing Through Montana

Quarter 2 groups passing through Montana represent 27% of all quarter 2 visitors. However, the group's expenditures make up only 5% of all expenditures for the quarter. The greatest portions of dollars spent were on gasoline, restaurants, and hotels. The groups often traveled as couples, alone, or with family and commonly traveled from Washington, Wyoming or Idaho. On average, members of this group stayed 1.42 nights in Montana and spent \$98 per day. An estimated \$41 million was spent by this group in quarter 2.

Figure 2.8: Expenditure Distribution Quarter 2 Visitors Passing Through Montana

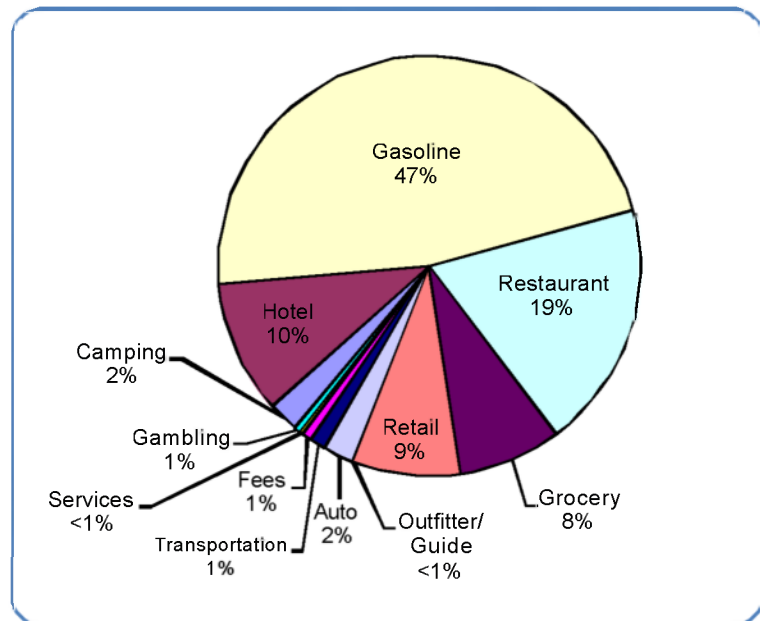


Table 2.20: Group Statistics for Quarter 2 Visitors Primarily Passing Through Montana

Average Expenditures of Quarter 2 Visitor Groups Primarily Passing Through MT					
% of All Quarter 2 Traveler Groups	# of Groups	Average Length of Stay (nights)	Average Daily Expenditures	Total Expenditures	% of all Quarter 2 Expenditures
27%	296,048	1.42	\$98	\$41 million	5%

Table 2.22: Most Common Group Types

	Group Type
#1	Couple
#2	Self
#3	Immediate Family

Table 2.21: Most Common Visitor Residence

	Residence
#1	Washington
#2	Wyoming
#3	Idaho

Quarter 2 Nonresident Visitor Groups in Montana Primarily for Business

Quarter 2 groups in Montana for business represent 12% of all quarter 2 visitors. The group's expenditures make up 14% of all expenditures for the quarter. The greatest portions of dollars spent were on restaurants, gasoline and retail. The groups often traveled alone, as couples, or with business associates and commonly traveled from Washington, Idaho, or Colorado. On average, members of this group stayed 5.67 nights in Montana and spent \$149 per day. An estimated \$109 million was spent by this group in quarter 2.

Figure 2.9: Expenditure Distribution Quarter 2 Business Travelers

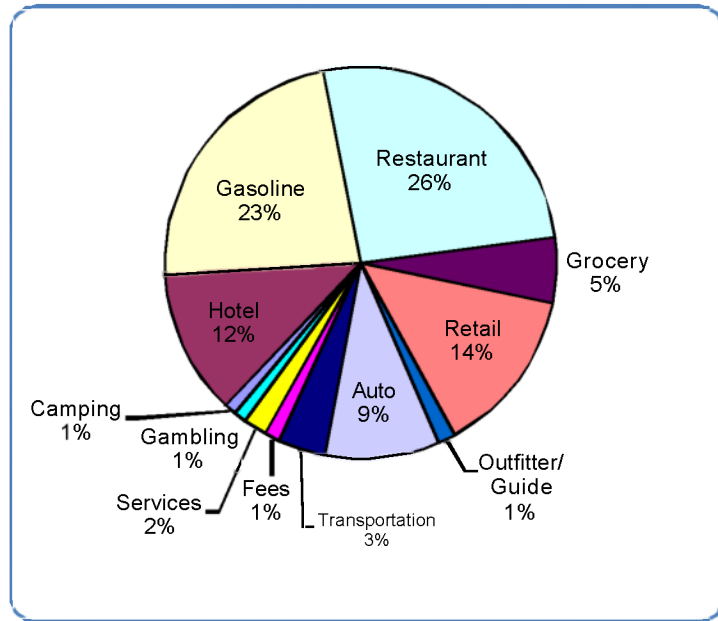


Table 2.25: Group Statistics for Quarter 2 Visitors in Montana Primarily for Business

Average Expenditures of Quarter 2 Visitor Groups Primarily in MT for Business					
% of All Quarter 2 Traveler Groups	# of Groups	Average Length of Stay (nights)	Average Daily Expenditures	Total Expenditures	% of all Quarter 2 Expenditures
12%	129,028	5.67	\$149	\$109 million	14%

Table 2.26: Most Common Group Types

	Group Type
#1	Self
#2	Couple
#3	Business assoc.

Table 2.27: Most Common Visitor Residence

	Residence
#1	Washington
#2	Idaho
#3	Colorado

Quarter 2 Groups in Montana Primarily for “Other” Reasons

Quarter 2 groups in Montana for “other” reasons represent 6% of all quarter 2 visitors. The group’s expenditures make up 7% of all expenditures for the quarter. The greatest portions of dollars spent were on gasoline, restaurants, and groceries. The groups often traveled alone, with family, or as couples and commonly traveled from Washington, Idaho, or California. On average, members of this group stayed 7.34 nights in Montana and spent \$114 per day. An estimated \$55 million was spent by this group in quarter 2.

Figure 2.10: Expenditure Distribution Quarter 2 in Montana for “Other” Reasons

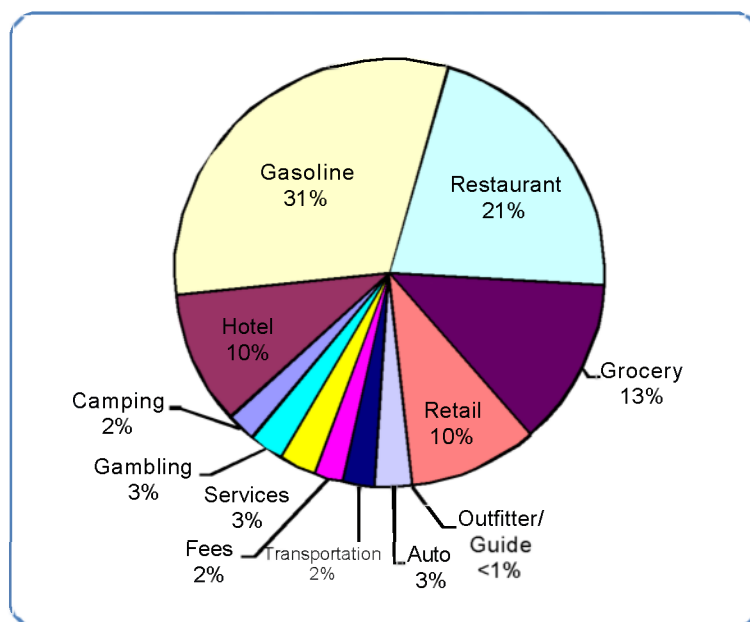


Table 2.28: Group Statistics for Quarter 2 Visitors in Montana Primarily for “Other” Reasons

Average Expenditures of Quarter 2 Visitor Groups Primarily in MT for “Other” Reasons					
% of All Quarter 2 Traveler Groups	# of Groups	Average Length of Stay (nights)	Average Daily Expenditures	Total Expenditures	% of all Quarter 2 Expenditures
6%	65,948	7.34	\$114	\$55 million	7%

Table 2.29: Most Common Group Types

	Group Type
#1	Self
#2	Immediate Family
#3	Couple

Table 2.30: Most Common Visitor Residence

	Residence
#1	Washington
#2	Idaho
#3	California

Quarter 3 Groups in Montana Primarily for Vacation, Recreation or Pleasure

Quarter 3 vacationers represent 44% of all quarter 3 visitors. However, the group's expenditures make up 61% of all expenditures for the quarter. The greatest portions of dollars spent were on gasoline, restaurants and retail. The groups often traveled as couples, with family, or alone and commonly traveled from California, Washington, or Colorado. On average, members of this group stayed 6.4 nights in Montana and spent \$182 per day. An estimated \$928 million was spent by this group in quarter 3.

Figure 2.11: Expenditure Distribution Quarter 3 Vacationers

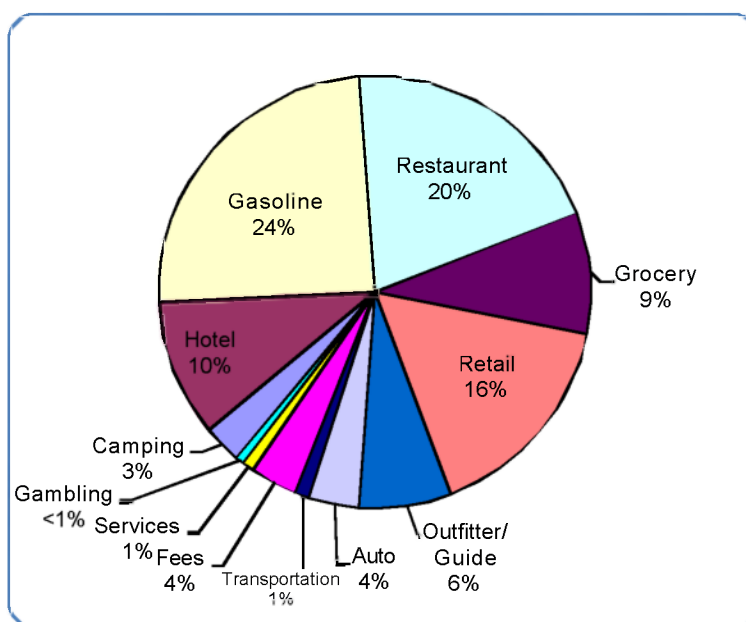


Table 2.31: Group Statistics for Quarter 3 Visitors in Montana Primarily for Vacation/Recreation/Pleasure

Average Expenditures of Quarter 3 Visitor Groups Primarily on Vacation					
% of All Quarter 3 Traveler Groups	# of Groups	Average Length of Stay (nights)	Average Daily Expenditures	Total Expenditures	% of all Quarter 3 Expenditures
44%	797,017	6.4	\$182	\$928 million	62%

Table 2.32: Most Common Group Types

	Group Type
#1	Couple
#2	Immediate Family
#3	Self

Table 2.33: Most Common Visitor Residence

	Residence
#1	California
#2	Washington
#3	Colorado

Quarter 3 Groups in Montana Primarily to Visit Friends or Relatives

Quarter 3 groups visiting friends or relatives represent 17% of all quarter 3 visitors. The group's expenditures make up 18% of all expenditures for the quarter. The greatest portions of dollars spent were on gasoline, restaurants and retail. The groups often traveled with family, as couples, or alone and commonly traveled from California, Washington, or Idaho. On average, members of this group stayed 6.0 nights in Montana and spent \$154 per day. An estimated \$275 million was spent by this group in quarter 3.

Figure 2.12: Expenditure Distribution Quarter 3 Visiting Friends or Relatives

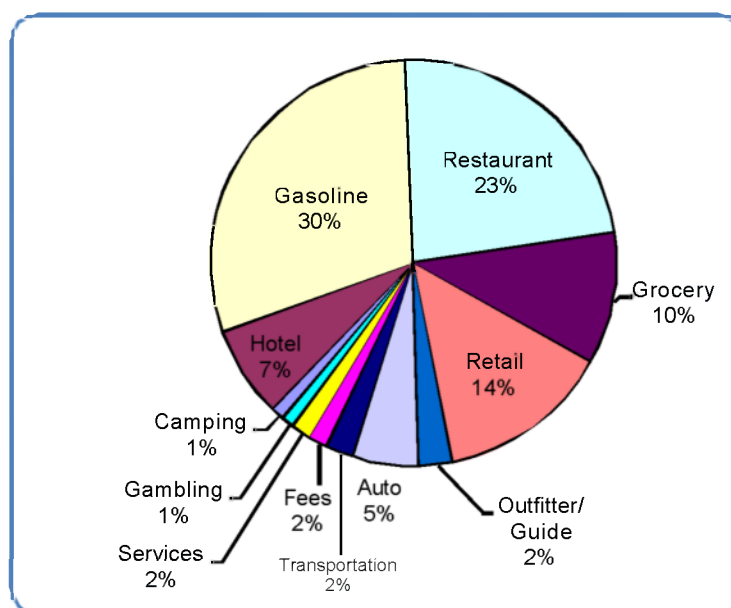


Table 2.34: Group Statistics for Quarter 3 Visitors in Montana Primarily to Visit Friends or Relatives (VFR)

Average Expenditures of Quarter 3 Visitor Groups Primarily to VFR					
% of All Quarter 3 Traveler Groups	# of Groups	Average Length of Stay (nights)	Average Daily Expenditures	Total Expenditures	% of all Quarter 3 Expenditures
17%	297,741	6	\$154	\$275 million	18%

Table 2.35: Most Common Group Types

	Group Type
#1	Immediate Family
#2	Couple
#3	Self

Table 2.36: Most Common Visitor Residence

	Residence
#1	California
#2	Washington
#3	Idaho

Quarter 3 Groups Primarily Passing Through Montana

Quarter 3 groups passing through Montana represent 25% of all quarter 3 visitors. However, the group's expenditures make up only 4% of all expenditures for the quarter. The greatest portions of dollars spent were on gasoline, restaurants and hotel/retail (tie). The groups often traveled as couples, with family, or alone and commonly traveled from Idaho, Washington, or California. On average, members of this group stayed 1.37 nights in Montana and spent \$101 per day. An estimated \$61 million was spent by this group in quarter 3.

Figure 2.13: Expenditure Distribution Quarter 3 Groups Passing Through Montana

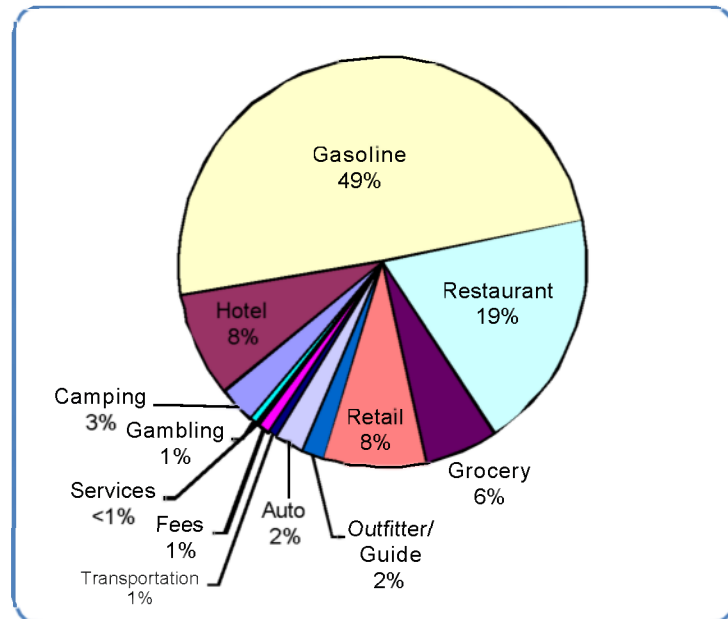


Table 2.37: Group Statistics for Quarter 3 Visitors Passing Through Montana

Average Expenditures of Quarter 3 Visitor Groups Primarily Passing Through MT					
% of All Quarter 3 Traveler Groups	# of Groups	Average Length of Stay (nights)	Average Daily Expenditures	Total Expenditures	% of all Quarter 3 Expenditures
25%	442,050	1.37	\$101	\$61 million	4%

Table 2.38: Most Common Group Types

	Group Type
#1	Couple
#2	Immediate Family
#3	Self

Table 2.39: Most Common Visitor Residence

	Residence
#1	Idaho
#2	Washington
#3	California

Quarter 3 Nonresident Visitor Groups in Montana Primarily for Business

Quarter 3 groups in Montana for business represent 8% of all quarter 3 visitors. The group's expenditures make up 9% of all expenditures for the quarter. The greatest portions of dollars spent were on restaurants, gasoline, and hotels. The groups often traveled alone, with family, or as couples and commonly traveled from Washington, North Dakota, or Colorado. On average, members of this group stayed 5.29 nights in Montana and spent \$188 per day. An estimated \$137 million was spent by this group in quarter 3.

Figure 2.14: Expenditure Distribution Quarter 3 Business Travelers

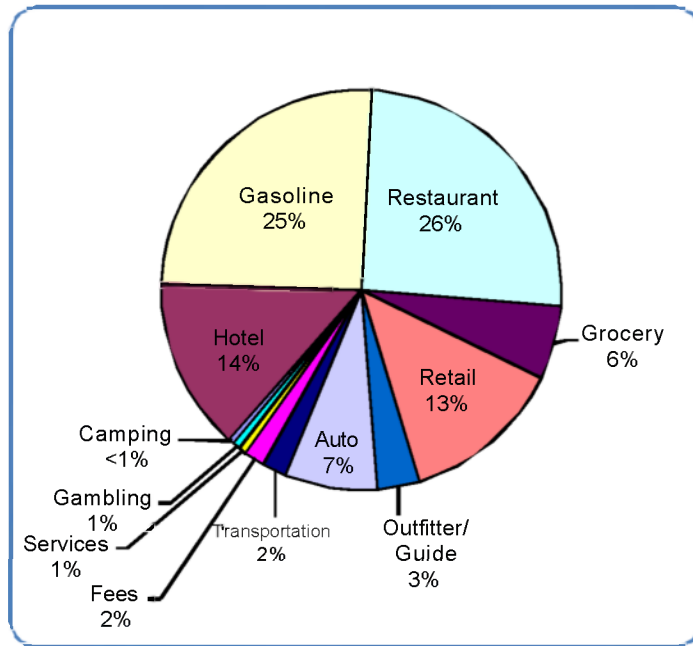


Table 2.40: Group Statistics for Quarter 3 Nonresident Visitor Groups Primarily in MT for Business

Average Expenditures of Quarter 3 Visitor Groups in MT Primarily for Business					
% of All Quarter 3 Traveler Groups	# of Groups	Average Length of Stay (nights)	Average Daily Expenditures	Total Expenditures	% of all Quarter 3 Expenditures
8%	137,674	5.29	\$188	\$137 million	9%

Table 2.41: Most Common Group Types

	Group Type
#1	Self
#2	Immediate Family
#3	Couple

Table 2.42: Most Common Visitor Residence

	Residence
#1	Washington
#2	North Dakota
#3	Colorado

Quarter 3 Groups in Montana Primarily for “Other” Reasons

Figure 2.15: Expenditure Distribution Quarter 3 in Montana for “Other” Reasons

Quarter 3 groups in Montana for “other” reasons represent 4% of all quarter 3 visitors. The group’s expenditures make up 5% of all expenditures for the quarter. The greatest portions of dollars spent were on gasoline, restaurants and retail. The groups often traveled with family, as couples, or alone and commonly traveled from Minnesota, Wyoming, or North Dakota. On average, members of this group stayed 8.28 nights in Montana and spent \$139 per day. An estimated \$81 million was spent by this group in quarter 3.

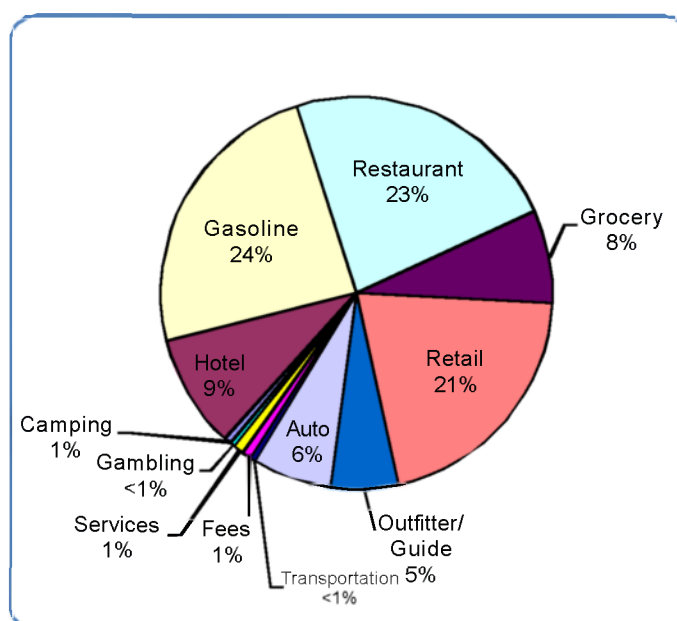


Table 2.43: Group Statistics for Quarter 3 Visitor Groups in MT Primarily for “Other” Reasons

Average Expenditures of Quarter 3 Visitor Groups in MT Primarily for “Other” Reasons					
% of All Quarter 3 Traveler Groups	# of Groups	Average Length of Stay (nights)	Average Daily Expenditures	Total Expenditures	% of all Quarter 3 Expenditures
4%	70,496	8.28	\$139	\$81 million	5%

Table 2.44: Most Common Group Types

	Group Type
#1	Immediate Family
#2	Couple
#3	Self

Table 2.45: Most Common Visitor Residence

	Residence
#1	Minnesota
#2	Wyoming
#3	North Dakota

Quarter 4 Groups in Montana Primarily for Vacation, Recreation or Pleasure

Quarter 4 vacationers represent 20% of all quarter 4 visitors. However, the group's expenditures make up 38% of all expenditures for the quarter. The greatest portions of dollars spent were on gasoline, outfitter/guides, and restaurants. The groups often traveled as couples, with family, or alone and commonly traveled from Washington, Utah, or California. On average, members of this group stayed 5.48 nights in Montana and spent \$221 per day. An estimated \$165 million was spent by this group in quarter 4.

Figure 2.16: Expenditure Distribution Quarter 4 Vacationers

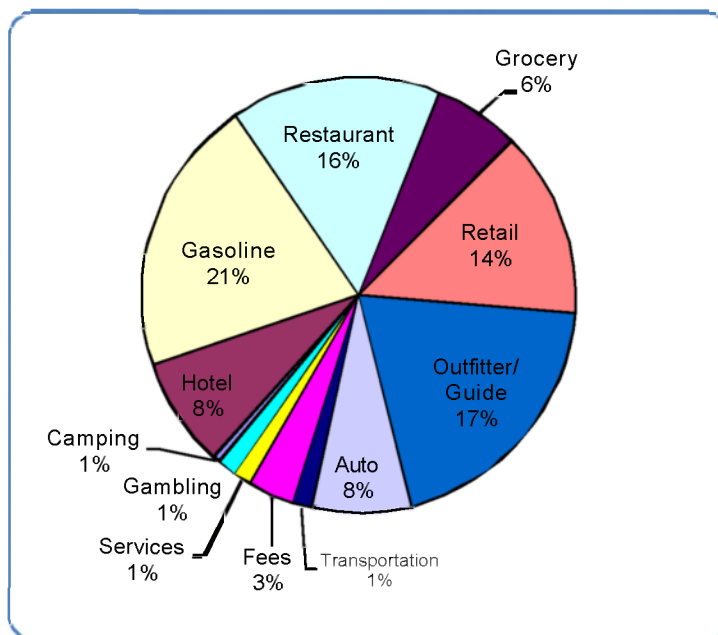


Table 2.46: Group Statistics for Quarter 4 Visitors in Montana Primarily for Vacation/Recreation/Pleasure

Average Expenditures of Quarter 4 Visitor Groups Primarily on Vacation					
% of All Quarter 4 Traveler Groups	# of Groups	Average Length of Stay (nights)	Average Daily Expenditures	Total Expenditures	% of all Quarter 4 Expenditures
20%	135,901	5.48	\$221	\$165 million	38%

Table 2.47: Most Common Group Types

	Group Type
#1	Couple
#2	Immediate Family
#3	Self

Table 2.48: Most Common Visitor Residence

	Residence
#1	Washington
#2	Utah
#3	California

Quarter 4 Groups in Montana Primarily to Visit Friends or Relatives

Figure 2.17: Expenditure Distribution Quarter 4 Visiting Friends and Relatives

Quarter 4 groups visiting friends or relatives in Montana represent 20% of all quarter 4 visitors. The group's expenditures make up 22% of all expenditures for the quarter. The greatest portions of dollars spent were on gasoline, restaurants, and retail. The groups often traveled alone, with family, or as couples and commonly traveled from Idaho, Washington, or North Dakota. On average, members of this group stayed 5.22 nights in Montana and spent \$136 per day. An estimated \$96 million was spent by this group in quarter 4.

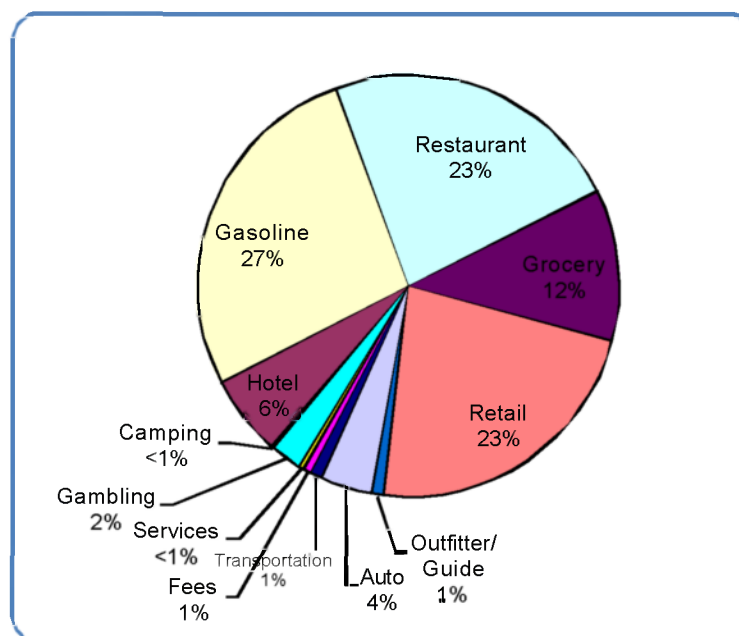


Table 2.49: Group Statistics for Quarter 4 Visitors in Montana Primarily to Visit Friends or Relatives (VFR)

Average Expenditures of Quarter 4 Visitor Groups Primarily to VFR					
% of All Quarter 4 Traveler Groups	# of Groups	Average Length of Stay (nights)	Average Daily Expenditures	Total Expenditures	% of all Quarter 4 Expenditures
20%	135,315	5.22	\$136	\$96 million	22%

Table 2.50: Most Common Group Types

	Group Type
#1	Self
#2	Immediate Family
#3	Couple

Table 2.51: Most Common Visitor Residence

	Residence
#1	Idaho
#2	Washington
#3	North Dakota

Quarter 4 Groups Primarily Passing Through Montana

Quarter 4 groups passing through Montana represent 36% of all quarter 4 visitors. However, the group's expenditures make up only 7% of all expenditures for the quarter. The greatest portions of dollars spent were on gasoline, restaurants, and retail. The groups often traveled as couples, alone, or with family and commonly traveled from Idaho, Washington, or Wyoming. On average, members of this group stayed 1.18 nights in Montana and spent \$109 per day. An estimated \$31 million was spent by this group in quarter 4.

Figure 2.18: Expenditure Distribution Quarter 4 Passing Through

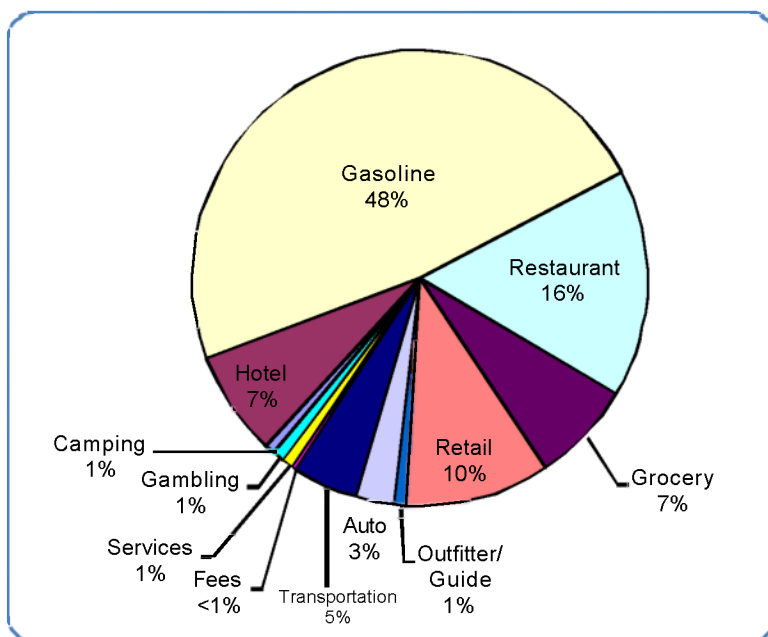


Table 2.52: Group Statistics for Quarter 4 Visitors Primarily Passing Through Montana

Average Expenditures of Quarter 4 Visitor Groups Primarily Passing Through MT					
% of All Quarter 4 Traveler Groups	# of Groups	Average Length of Stay (nights)	Average Daily Expenditures	Total Expenditures	% of all Quarter 4 Expenditures
36%	244,270	1.18	\$109	\$31 million	7%

Table 2.53: Most Common Group Types

	Group Type
#1	Couple
#2	Self
#3	Immediate Family

Table 2.54: Most Common Visitor Residence

	Residence
#1	Idaho
#2	Washington
#3	Wyoming

Quarter 4 Groups in Montana Primarily for Business

Quarter 4 groups in Montana for business represent 15% of all quarter 4 visitors. However, the group's expenditures make up 19% of all expenditures for the quarter. The greatest portions of dollars spent were on restaurants, gasoline, and hotels. The groups often traveled alone, with business associates, or as couples and commonly traveled from Idaho, North Dakota, or Wyoming. On average, members of this group stayed 5.72 nights in Montana and spent \$142 per day. An estimated \$85 million was spent by this group in quarter 4.

Figure 2.19: Expenditure Distribution Quarter 4 Business Travelers

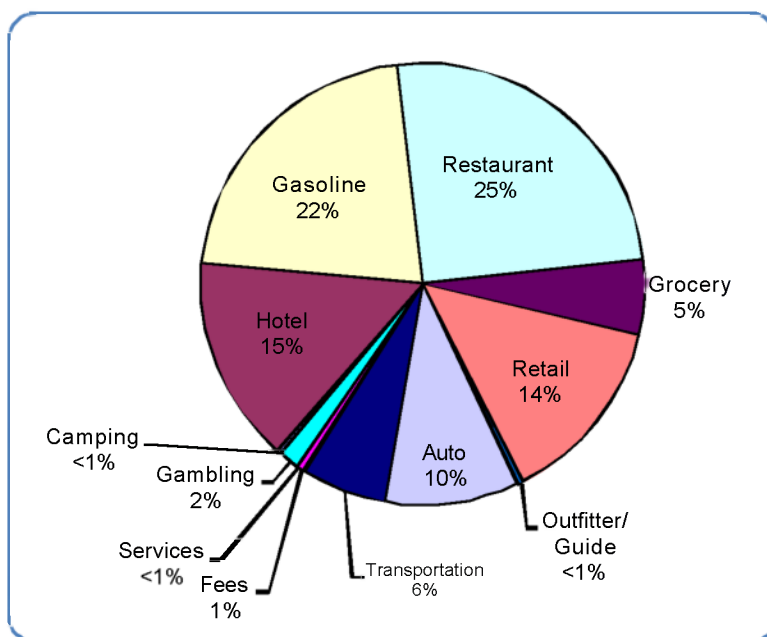


Table 2.55: Group Statistics for Quarter 4 Visitors Primarily for Business

Average Expenditures of Quarter 4 Visitor Groups in MT Primarily for Business					
% of All Quarter 4 Traveler Groups	# of Groups	Average Length of Stay (nights)	Average Daily Expenditures	Total Expenditures	% of all Quarter 4 Expenditures
15%	104,854	5.72	\$142	\$85 million	19%

Table 2.56: Most Common Group Types

	Group Type
#1	Self
#2	Business assoc.
#3	Couple

Table 2.57: Most Common Visitor Residence

	Residence
#1	Idaho
#2	North Dakota
#3	Wyoming

Quarter 4 Groups in Montana Primarily for “Other” Reasons

Quarter 4 groups in Montana for “other” reasons represent 6% of all quarter 4 visitors. However, the group’s expenditures make up 13% of all expenditures for the quarter. The greatest portions of dollars spent were on gasoline, retail, and hotels. The groups often traveled alone, as couples, or with friends and commonly traveled from Wyoming, Washington, or New York. On average, members of this group stayed 7.09 nights in Montana and spent \$211 per day. An estimated \$60 million was spent by this group in quarter 4.

Figure 2.20 : Expenditure Distribution Quarter 4 in Montana for “Other” Reasons

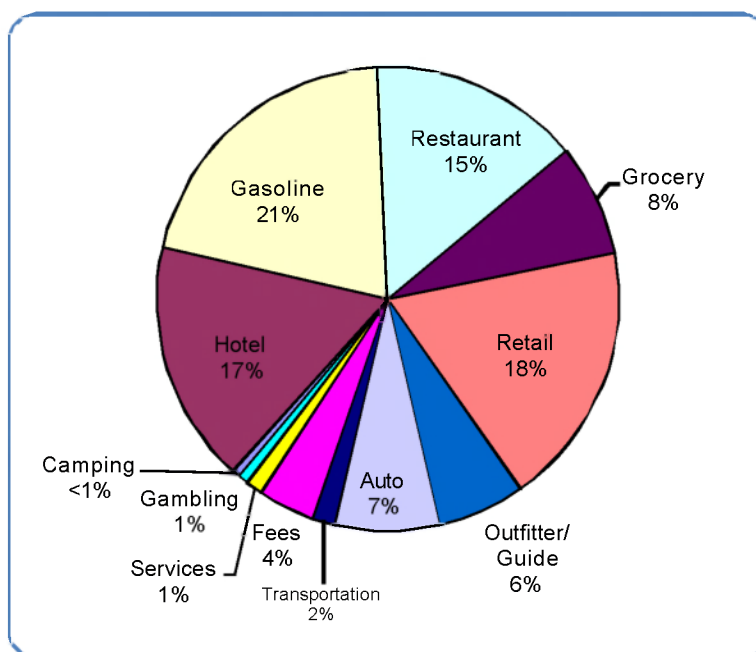


Table 2.58: Group Statistics for Quarter 4 Visitors in Montana Primarily for “Other” Reasons

Average Expenditures of Quarter 4 Visitor groups Primarily in MT for “Other” Reasons					
% of All Quarter 4 Traveler Groups	# of Groups	Average Length of Stay (nights)	Average Daily Expenditures	Total Expenditures	% of all Quarter 4 Expenditures
6%	39,833	7.09	\$211	\$60 million	13%

Table 2.59: Most Common Group Types

	Group Type
#1	Self
#2	Couple
#3	Friends

Table 2.60: Most Common Visitor Residence

	Residence
#1	Wyoming
#2	Washington
#3	New York

Section 3 Travel Party's Residence

Yearly, Montana attracts visitors from across the United States and throughout the world. This section identifies the most frequently reported visitor residences for each quarter and provides the expenditure distributions, most common group types, and common main purposes for visiting Montana for each of the identified residence groups.

Quarter 1 Visitors from Wyoming

Quarter 1 visitors from Wyoming represent 16% of all quarter 1 visitors. However, the group's expenditures make up only 7% of all expenditures for the quarter. The greatest portions of dollars spent were on retail, restaurants and gasoline. Often, groups from Wyoming were made up of people traveling alone, as couples, or with family, and they commonly visited Montana to pass through, for vacation, or for business. On average, members of this group stayed in Montana for 2.62 nights and spent \$120 per day. An estimated \$28 million was spent by this group in quarter 1.

Figure 3.1: Expenditure Distribution Quarter 1 Visitors from Wyoming

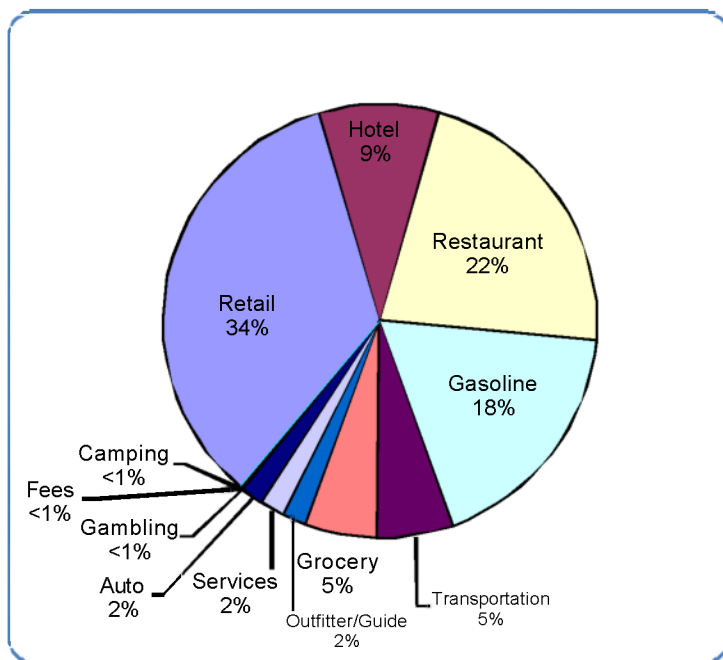


Table 3.1: Group Statistics for Quarter 1 Visitors from Wyoming

Average Expenditures of Quarter 1 Visitors from Wyoming					
% of All Quarter 1 Traveler Groups	# of Groups	Average Length of Stay (nights)	Average Daily Expenditures	Total Expenditures	% of all Quarter 1 Expenditure
16%	88,664	2.62	\$120	\$28 million	7%

Table 3.2: Most Common Group Types

	Group Type
#1	Self
#2	Couple
#3	Immediate Family

Table 3.3: Most Common Main Purpose of Trip

	Main Purpose of Trip
#1	Passing Through
#2	Vacation/Recreation/Pleasure
#3	Business/Convention/Meeting

Quarter 1 Visitors from Washington

Quarter 1 visitors from Washington represent 14% of all quarter 1 visitors. The group's expenditures make up 11% of all expenditures for the quarter. The greatest portions of dollars spent were on gasoline, restaurants, and retail. Often, groups from Washington were made up of people traveling alone, as couples, or with family, and they commonly visited Montana for vacation, for business, or to visit friends or relatives. On average, members of this group stayed in Montana for 4.17 nights and spent \$132 per day. An estimated \$42 million was spent by this group in quarter 1.

Figure 3.2: Expenditure Distribution Quarter 1 Visitors from Washington

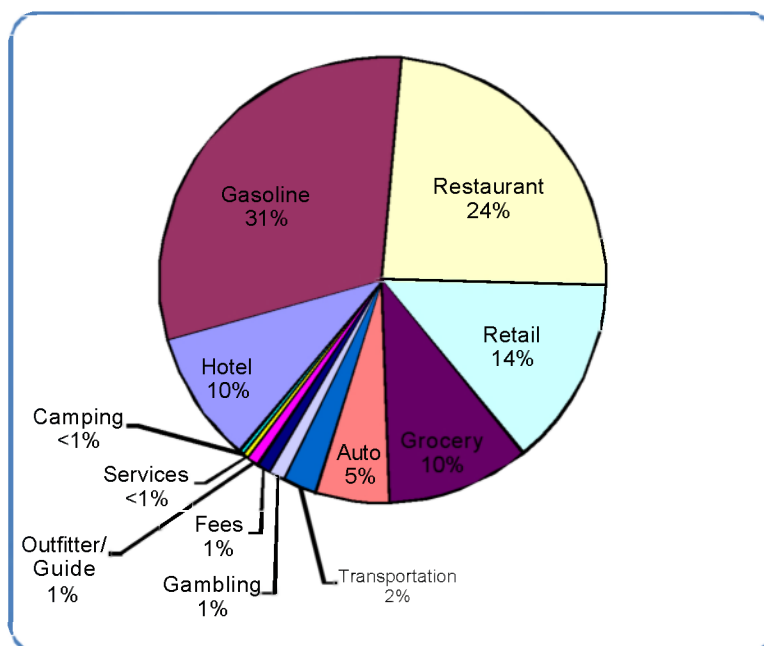


Table 3.4: Group Statistics for Quarter 1 Visitors from Washington

Average Expenditures of Quarter 1 Visitors from Washington					
% of All Quarter 1 Traveler Groups	# of Groups	Average Length of Stay(nights)	Average Daily Expenditures	Total Expenditures	% of all Quarter 1 Expenditures
14%	76,710	4.17	\$132	\$42 million	11%

Table 3.5: Most Common Group Types

	Group Type
#1	Self
#2	Couple
#3	Immediate Family

Table 3.6: Most Common Main Purpose of Trip

	Main Purpose of Trip
#1	Vacation/Recreation/Pleasure
#2	Business/Convention/Meeting
#3	Visiting Friends/Relatives

Quarter 1 Visitors from Idaho

Quarter 1 visitors from Idaho represent 9% of all quarter 1 visitors. The group's expenditures make up 5% of all expenditures for the quarter. The greatest portions of dollars spent were on gasoline, restaurants and retail. Often, groups from Idaho were made up of people traveling as couples, alone, or with family, and they commonly visited Montana to visit friends or relatives, for business, or for vacation. On average, members of this group stayed in Montana for 2.78 nights and spent \$126 per day. An estimated \$19 million was spent by this group in quarter 1.

Figure 3.3: Expenditure Distribution Quarter 1 Visitors from Idaho

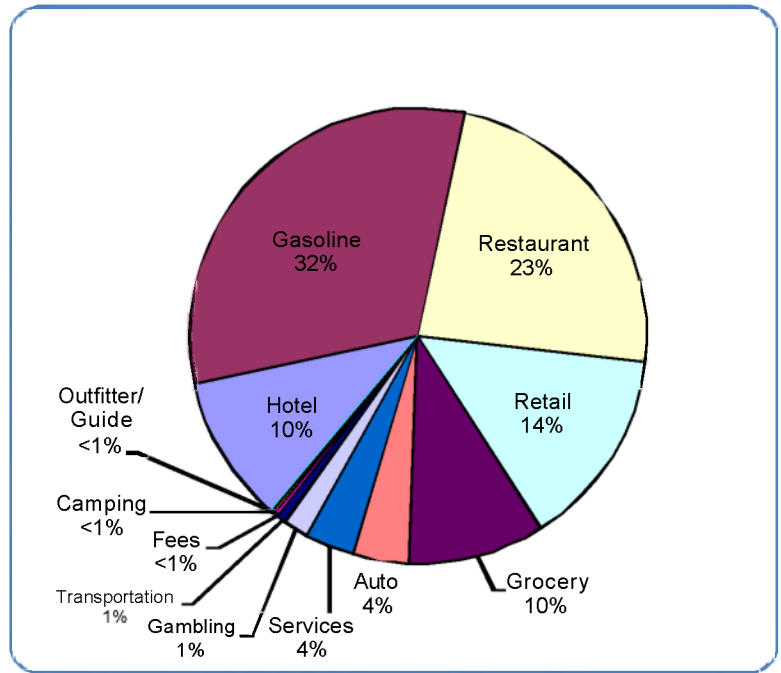


Table 3.7: Group Statistics for Quarter 1 Visitors from Idaho

Average Expenditures of Quarter 1 Visitors from Idaho					
% of All Quarter 1 Traveler Groups	# of Groups	Average Length of Stay (nights)	Average Daily Expenditures	Total Expenditures	% of all Quarter 1 Expenditures
9%	53,298	2.78	\$126	\$19 million	5%

Table 3.8: Most Common Group Types

	Group Type
#1	Couple
#2	Self
#3	Immediate Family

Table 3.9: Most Common Main Purpose of Trip

	Main Purpose of Trip
#1	Visiting Friends/Relatives
#2	Business/Convention/Meeting
#3	Vacation/Recreation/Pleasure

Quarter 1 Visitors from Alberta

Quarter 1 visitors from Alberta represent 7% of all quarter 1 visitors. However, the group's expenditures only make up 2% of all expenditures for the quarter. The greatest portions of dollars spent were on gasoline, restaurants, and retail. Often, groups from Alberta were made up of people traveling as couples, alone, or with family, and they commonly visited Montana to pass through, for vacation, or for business. On average, members of this group stayed in Montana for 2.14 nights and spent \$115 per day. An estimated \$9 million was spent by this group in quarter 1.

Figure 3.4: Expenditure Distribution Quarter 1 Visitors from Alberta

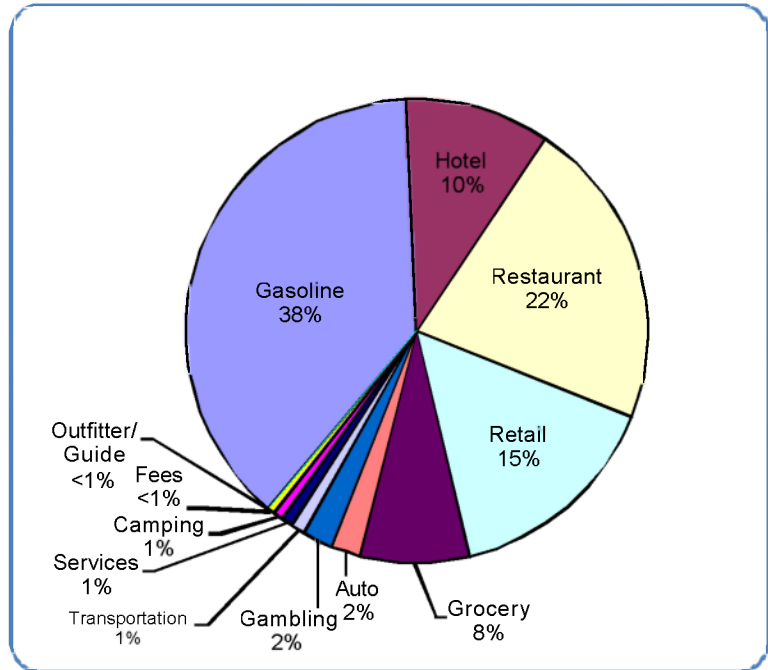


Table 3.10: Group Statistics for Quarter 1 Visitors from Alberta

Average Expenditures of Quarter 1 Visitors from Alberta					
% of All Quarter 1 Traveler Groups	# of Groups	Average Length of Stay (nights)	Average Daily Expenditures	Total Expenditures	% of all Quarter 1 Expenditures
7%	38,355	2.14	\$115	\$9 million	2%

Table 3.11: Most Common Group Types

	Group Type
#1	Couple
#2	Self
#3	Immediate Family

Table 3.12: Most Common Main Purpose of Trip

	Main Purpose of Trip
#1	Passing Through
#2	Vacation/Recreation /Pleasure
#3	Business/Convention /Meeting

Quarter 1 Visitors from North Dakota

Quarter 1 visitors from North Dakota represent 6% of all quarter 1 visitors. The group's expenditures make up 6% of all expenditures for the quarter. The greatest portions of dollars spent were on gasoline, restaurants and retail. Often, groups from North Dakota were made up of people traveling with family, alone, or as couples, and they commonly visited Montana to visit friends or relatives, for vacation, or to pass through. On average, members of this group stayed in Montana for 3.98 nights and spent \$170 per day. An estimated \$24 million was spent by this group in quarter 1.

Figure 3.5: Expenditure Distribution Quarter 1 Visitors from North Dakota

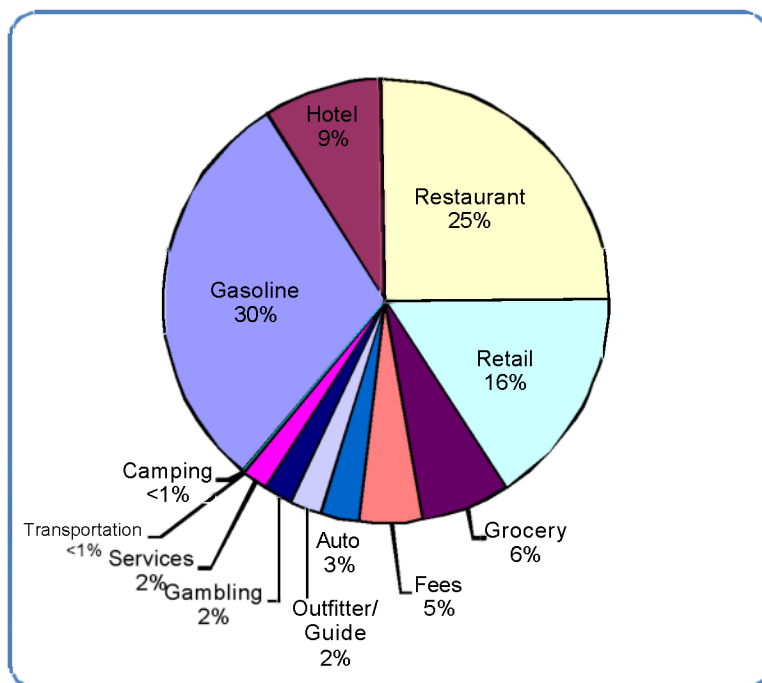


Table 3.13: Group Statistics for Quarter 1 Visitors from North Dakota

Average Expenditures of Quarter 1 Visitors from North Dakota					
% of All Quarter 1 Traveler Groups	# of Groups	Average Length of Stay (nights)	Average Daily Expenditures	Total Expenditures	% of all Quarter 1 Expenditures
6%	35,366	3.98	\$170	\$24 million	6%

Table 3.14: Most Common Group Type

	Group Type
#1	Immediate Family
#2	Self
#3	Couple

Table 3.15: Most Common Main Purpose of Trip

	Main Purpose of Trip
#1	Visiting Friends/Relatives
#2	Vacation/Recreation/Pleasure
#3	Passing Through

Quarter 1 Visitors from Utah

Quarter 1 visitors from Utah represent 5% of all quarter 1 visitors. The group's expenditures make up 5% of all expenditures for the quarter. The greatest portions of dollars spent were on gasoline, restaurants and grocery. Often, groups from North Dakota were made up of people traveling alone, with family, or as couples, and they commonly visited Montana for business, for vacation, or to visit friends or relatives. On average, members of this group stayed in Montana for 4.46 nights and spent \$142 per day. An estimated \$20 million was spent by this group in quarter 1.

Figure 3.6: Expenditure Distribution Quarter 1 Visitors from Utah

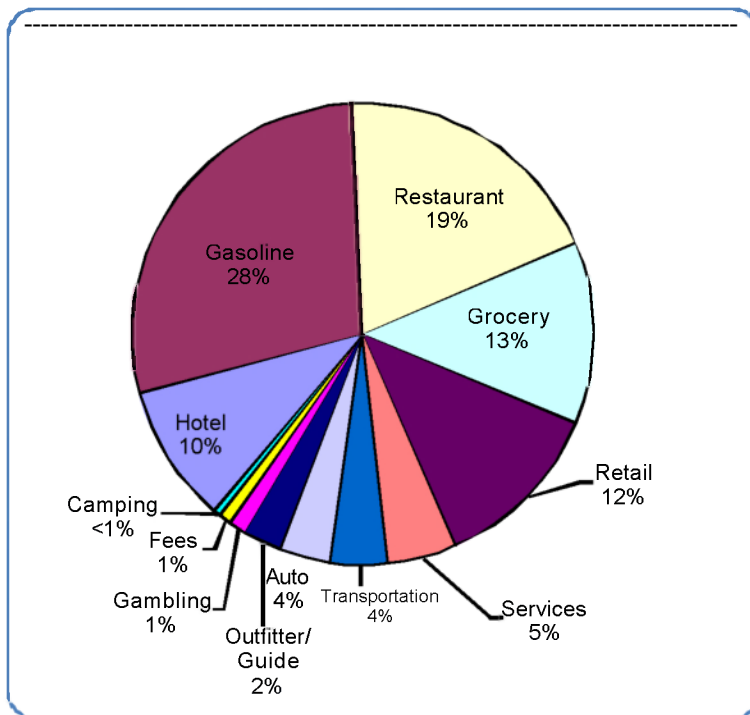


Table 3.16: Group Statistics for Quarter 1 Visitors from Utah

Average Expenditures of Quarter 1 Visitors from Utah					
% of All Quarter 1 Traveler Groups	# of Groups	Average Length of Stay (night)	Average Daily Expenditures	Total Expenditures	% of all Quarter 1 Expenditures
5%	30,883	4.46	\$142	\$20 million	5%

Table 3.17: Most Common Group Type

	Group Type
#1	Self
#2	Immediate Family
#3	Couple

Table 3.18 Most Common Main Purpose of Trip

	Main Purpose of Trip
#1	Business/Convention /Meeting
#2	Vacation/Recreation/ Pleasure
#3	Visiting Friends/ Relatives

Quarter 2 Visitors from Washington

Quarter 2 visitors from Washington represent 12% of all quarter 2 visitors. The group's expenditures make up 8% of all expenditures for the quarter. The greatest portions of dollars spent were on gasoline, restaurants, and retail. Often, groups from Washington were made up of people traveling as couples, with family, or alone, and they commonly visited Montana to pass through, for vacation, or to visit friends or relatives. On average, members of this group stayed in Montana for 3.89 nights and spent \$134 per day. An estimated \$66 million was spent by this group in quarter 2.

Figure 3.7: Expenditure Distribution Quarter 2 Visitors from Washington

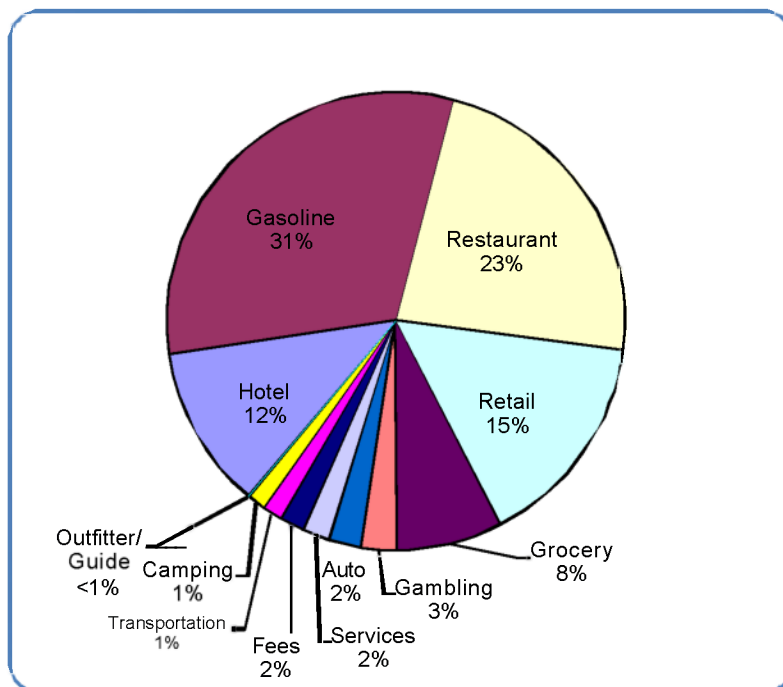


Table 3.19: Group Statistics for Quarter 2 Visitors from Washington

Average Expenditures of Quarter 2 Visitors from Washington					
% of All Quarter 2 Traveler Groups	# of Groups	Average Length of Stay (nights)	Average Daily Expenditures	Total Expenditures	% of all Quarter 2 Expenditures
12%	126,244	3.89	\$134	\$66 million	8%

Table 3.20: Most Common Group Type

	Group Type
#1	Couple
#2	Immediate Family
#3	Self

Table 3.21: Most Common Main Purpose of Trip

	Main Purpose of Trip
#1	Passing Through
#2	Vacation/Recreation/Pleasure
#3	Visiting Friends/Relatives

Quarter 2 Visitors from Idaho

Quarter 2 visitors from Idaho represent 8% of all quarter 2 visitors. The group's expenditures make up 3% of all expenditures for the quarter. The greatest portions of dollars spent were on gasoline, restaurants, and grocery. Often, groups from Idaho were made up of people traveling as couples, alone, or with family, and they commonly visited Montana to pass through, for vacation, or to visit friends or relatives. On average, members of this group stayed in Montana for 2.32 nights and spent \$112 per day. An estimated \$23 million was spent by this group in quarter 2.

Figure 3.8: Expenditure Distributions Quarter 2 Visitors from Idaho

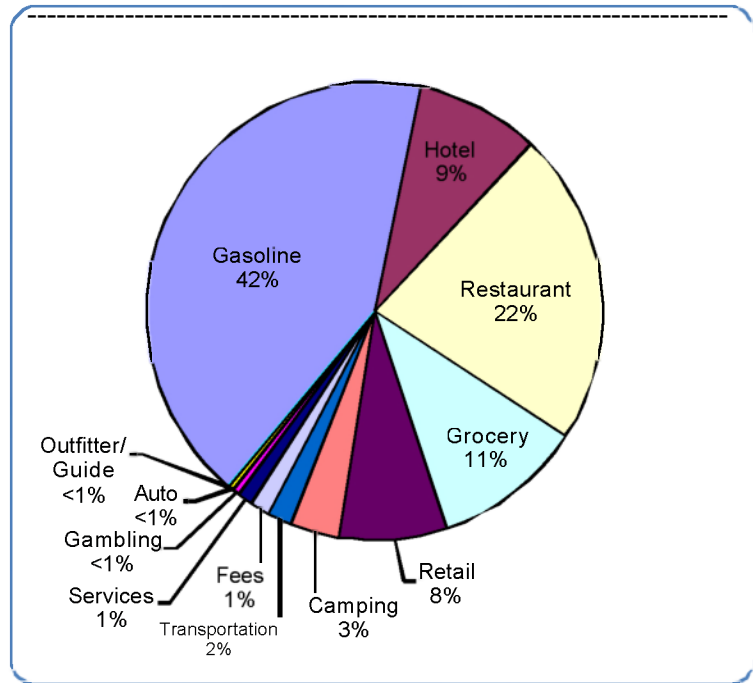


Table 3.22: Group Statistics for Quarter 2 Visitors from Idaho

Average Expenditures of Quarter 2 Visitors from Idaho					
% of All Quarter 2 Traveler Groups	# of Groups	Average Length of Stay (nights)	Average Daily Expenditures	Total Expenditures	% of all Quarter 2 Expenditures
8%	88,945	2.32	\$112	\$23 million	3%

Table 3.23: Most Common Group Type

	Group Type
#1	Couple
#2	Self
#3	Immediate Family

Table 3.2: Most Common Main Purpose of Trip

	Main Purpose of Trip
#1	Passing Through
#2	Vacation/Recreation/Pleasure
#3	Visiting Friends/Relatives

Quarter 2 Visitors from Wyoming

Quarter 2 visitors from Wyoming represent 8% of all quarter 2 visitors. The group's expenditures make up 4% of all expenditures for the quarter. The greatest portions of dollars spent were on retail, gasoline, and restaurants. Often, groups from Wyoming were made up of people traveling alone, with family, or as couples, and they commonly visited Montana to pass through, for vacation, or to visit friends or relatives. On average, members of this group stayed in Montana for 2.28 nights and spent \$164 per day. An estimated \$33 million was spent by this group in quarter 2.

Figure 3.9: Expenditure Distribution Quarter 2 Visitors from Wyoming

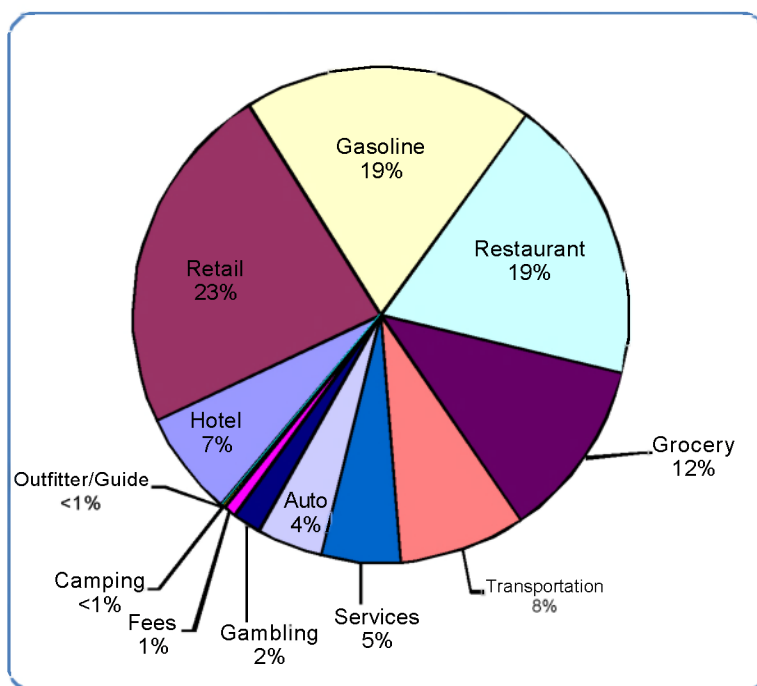


Table 3.25: Group Statistics for Quarter 2 Visitors from Wyoming

Average Expenditures of Quarter 2 Visitors from Wyoming					
% of All Quarter 2 Traveler Groups	# of Groups	Average Length of Stay (nights)	Average Daily Expenditures	Total Expenditures	% of all Quarter 2 Expenditures
8%	87,510	2.28	\$164	\$33 million	4%

Table 3.26: Most Common Group Type

	Group Type
#1	Self
#2	Immediate Family
#3	Couple

Table 3.27: Most Common Main Purpose of Trip

	Main Purpose of Trip
#1	Passing Through
#2	Vacation/Recreation/Pleasure
#3	Visiting Friends/Relatives

Quarter 2 Visitors from California

Quarter 2 visitors from California represent 5% of all quarter 2 visitors. The group's expenditures make up 7% of all expenditures for the quarter. The greatest portions of dollars spent were on gasoline, restaurants, and retail. Often, groups from California were made up of people traveling alone, as couples, or with family, and they commonly visited Montana for vacation, to visit friends or relatives, or to pass through. On average, members of this group stayed in Montana for 5.81 nights and spent \$152 per day. An estimated \$52 million was spent by this group in quarter 2.

Figure 3.10: Expenditure Distribution Quarter 2 Visitors from California

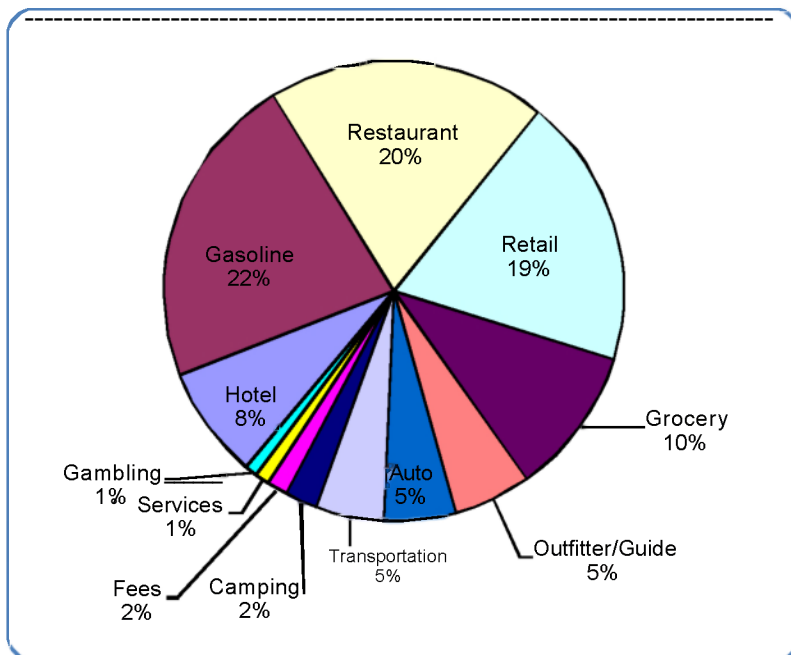


Table 3.28: Group Statistics for Quarter 2 Visitors from California

Average Expenditures of Quarter 2 Visitors from California					
% of All Quarter 2 Traveler Groups	# of Groups	Average Length of Stay(nights)	Average Daily Expenditures	Total Expenditures	% of all Quarter 2 Expenditures
5%	58,818	5.81	\$152	\$52 million	7%

Table 3.29: Most Common Group Type

	Group Type
#1	Self
#2	Couple
#3	Immediate Family

Table 3.30: Most Common Main Purpose of Trip

	Main Purpose of Trip
#1	Vacation/Recreation/Pleasure
#2	Visiting Friends/Relatives
#3	Passing Through

Quarter 2 Visitors from North Dakota

Quarter 2 visitors from North Dakota represent 5% of all quarter 2 visitors. The group's expenditures make up 5% of all expenditures for the quarter. The greatest portions of dollars spent were on gasoline, retail, and restaurants. Often, groups from North Dakota were made up of people traveling as couples, alone, or with family, and they commonly visited Montana to pass through, to visit friends or relatives, or for business. On average, members of this group stayed in Montana for 3.86 nights and spent \$168 per day. An estimated \$36 million was spent by this group in quarter 2.

Figure 3.11: Expenditure Distribution Quarter 2 Visitors from North Dakota

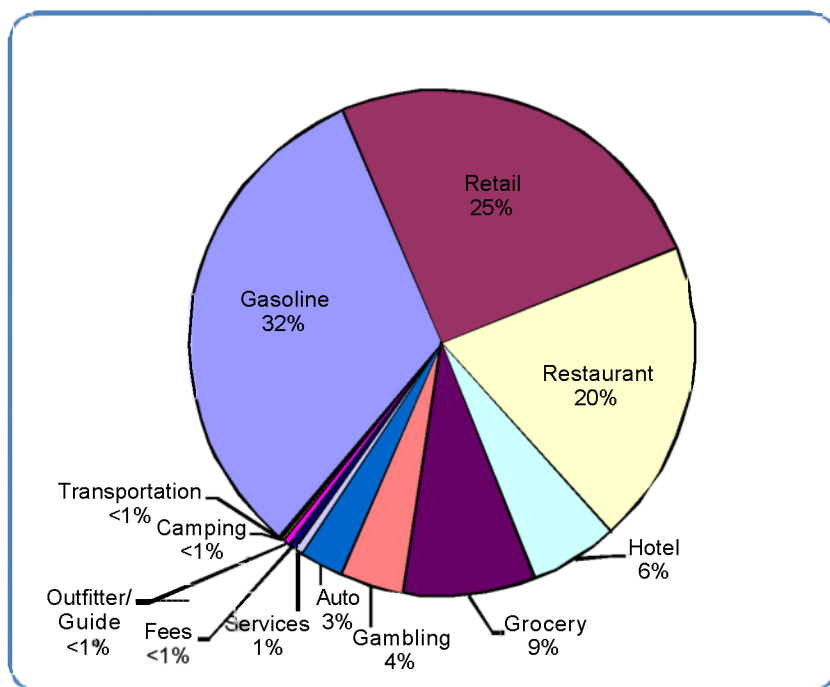


Table 3.31: Group Statistics for Quarter 2 Visitors from North Dakota

Average Expenditures of Quarter 2 Visitors from North Dakota					
% of All Quarter 2 Traveler Groups	# of Groups	Average Length of Stay (nights)	Average Daily Expenditures	Total Expenditures	% of all Quarter 2 Expenditures
5%	55,949	3.86	\$168	\$36 million	5%

Table 3.3: Most Common Group Type

	Group Type
#1	Couple
#2	Self
#3	Immediate Family

Table 3.33: Most Common Main Purpose of Trip

	Main Purpose of Trip
#1	Passing Through
#2	Visiting Friends/Relatives
#3	Business/Convention/Meeting

Quarter 2 Visitors from Minnesota

Quarter 2 visitors from Minnesota represent 4% of all quarter 2 visitors. The group's expenditures make up 4% of all expenditures for the quarter. The greatest portions of dollars spent were on gasoline, restaurants, and hotels. Often, groups from Minnesota were made up of people traveling with family, as couples, or alone, and they commonly visited Montana to pass through, for vacation, or to visit friends or relatives. On average, members of this group stayed in Montana for 5.12 nights and spent \$123 per day. An estimated \$31 million was spent by this group in quarter 2.

Figure 3.12: Expenditure Distribution Quarter 2 Visitors from Minnesota

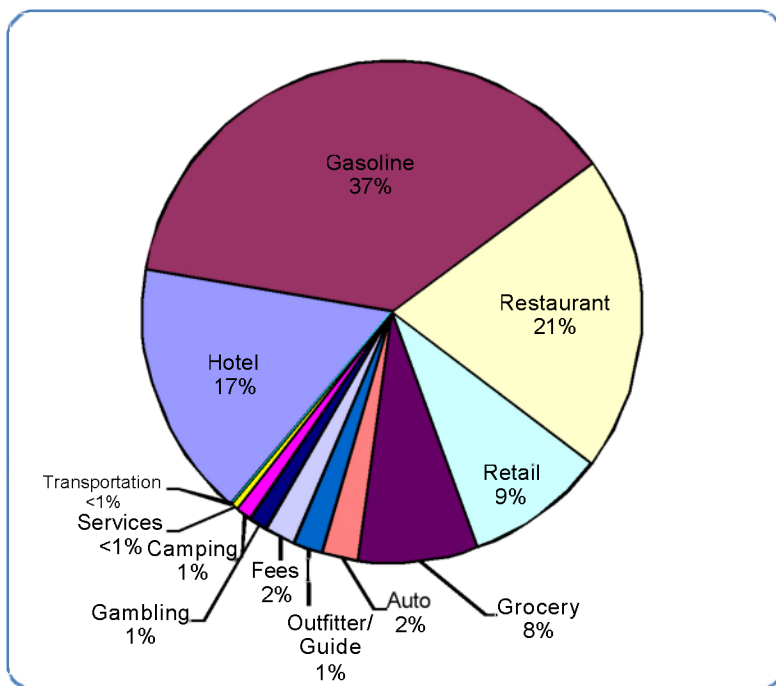


Table 3.34: Group Statistics for Quarter 2 Visitors from Minnesota

Average Expenditures of Quarter 2 Visitors from Minnesota					
% of All Quarter 2 Traveler Groups	# of Groups	Average Length of Stay (nights)	Average Daily Expenditures	Total Expenditures	% of all Quarter 2 Expenditures
4%	48,776	5.12	\$123	\$31 million	4%

Table 3.35: Most Common Group Type

	Group Type
#1	Immediate Family
#2	Couple
#3	Self

Table 3.36: Most Common Main Purpose of Trip

	Main Purpose of Trip
#1	Passing Through
#2	Vacation/Recreation/Pleasure
#3	Visiting Friends/Relatives

Quarter 3 Visitors from Washington

Quarter 3 visitors from Washington represent 10% of all quarter 3 visitors. The group's expenditures make up 8% of all expenditures for the quarter. The greatest portions of dollars spent were on gasoline, restaurants, and retail. Often, groups from Washington were made up of people traveling as couples, with family, or alone, and they commonly visited Montana to pass through, for vacation, or to visit friends or relatives. On average, members of this group stayed in Montana for 4.38 nights and spent \$149 per day. An estimated \$117 million was spent by this group in quarter 3.

Figure 3.13: Expenditure Distribution Quarter 3 Visitors from Washington

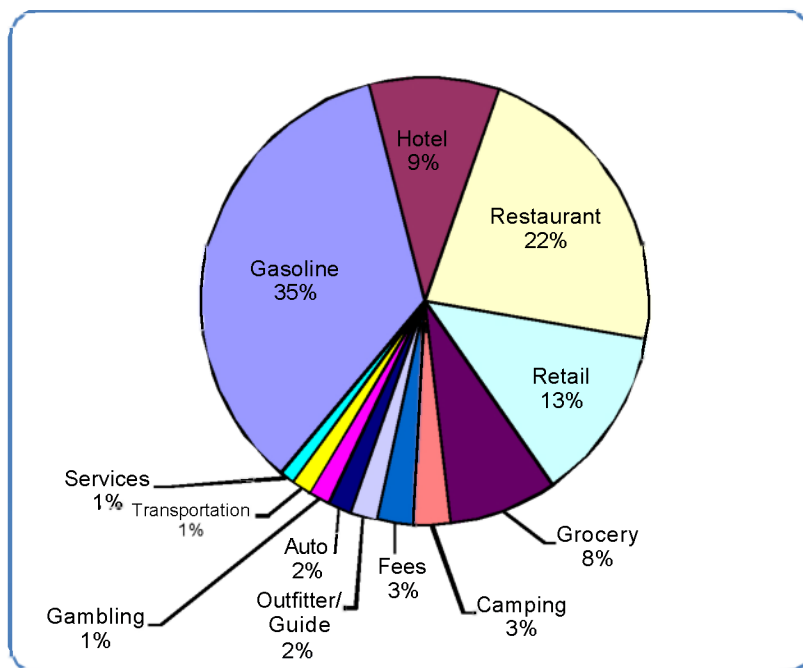


Table 3.37: Group Statistics for Quarter 3 Visitors from Washington

Average Expenditures of Quarter 3 Visitors from Washington					
% of All Quarter 3 Traveler Groups	# of Groups	Average Length of Stay (nights)	Average Daily Expenditures	Total Expenditures	% of all Quarter 3 Expenditures
10%	179,060	4.38	\$149	\$ 117 million	8%

Table 3.4: Most Common Group Type

	Group Type
#1	Couple
#2	Immediate Family
#3	Self

Table 3.39: Most Common Main Purpose of Trip

	Main Purpose of Trip
#1	Pass Through
#2	Vacation/Recreation/Pleasure
#3	Visiting Friends/Relatives

Quarter 3 Visitors from Idaho

Quarter 3 visitors from Idaho represent 8% of all quarter 3 visitors. However, the group's expenditures make up only 2% of all expenditures for the quarter. The greatest portions of dollars spent were on gasoline, restaurants, and retail. Often, groups from Idaho were made up of people traveling with family, as couples, or alone, and they commonly visited Montana to pass through, for vacation, or to visit friends or relatives. On average, members of this group stayed in Montana for 2.06 nights and spent \$109 per day. An estimated \$32 million was spent by this group in quarter 3.

Figure 3.14: Expenditure Distribution Quarter 3 Visitors from Idaho

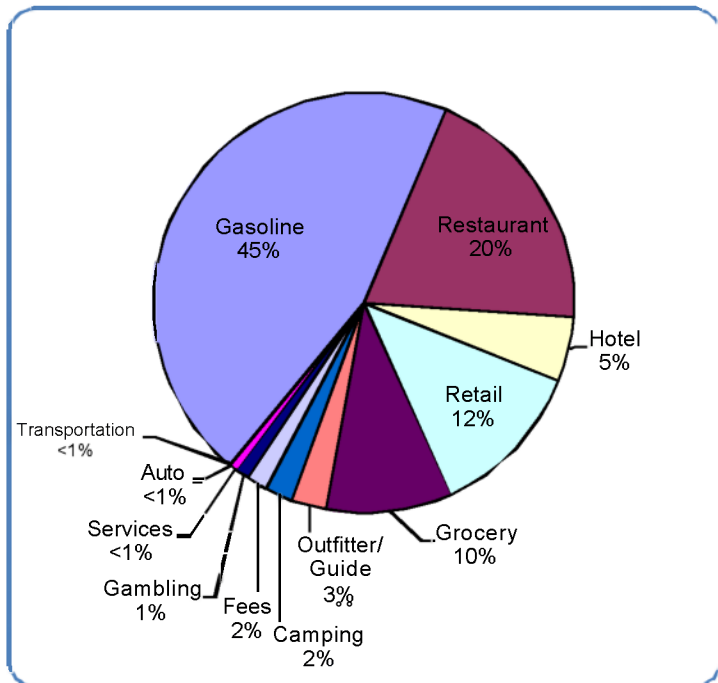


Table 3.40: Group Statistics for Quarter 3 Visitors from Idaho

Average Expenditures of Quarter 3 Visitors from Idaho					
% of All Quarter 3 Traveler Groups	# of Groups	Average Length of Stay (nights)	Average Daily Expenditures	Total Expenditures	% of all Quarter 3 Expenditures
8%	140,927	2.06	\$109	\$32 million	2%

Table 3.5: Most Common Group Type

	Group Type
#1	Immediate Family
#2	Couple
#3	Self

Table 3.42: Most Common Main Purpose of Trip

	Main Purpose of Trip
#1	Passing Through
#2	Vacation/Recreation/Pleasure
#3	Visiting Friends/Relatives

Quarter 3 Visitors from California

Quarter 3 visitors from California represent 8% of all quarter 3 visitors. The group's expenditures make up 11% of all expenditures for the quarter. The greatest portions of dollars spent were on gasoline, restaurants, and retail. Often, groups from California were made up of people traveling with family, as couples, or alone, and they commonly visited Montana for vacation, to visit friends or relatives, or to pass through. On average, members of this group stayed in Montana for 6.26 nights and spent \$180 per day. An estimated \$158 million was spent by this group in quarter 3.

Figure 3.15: Expenditure Distribution Quarter 3 Visitors from California

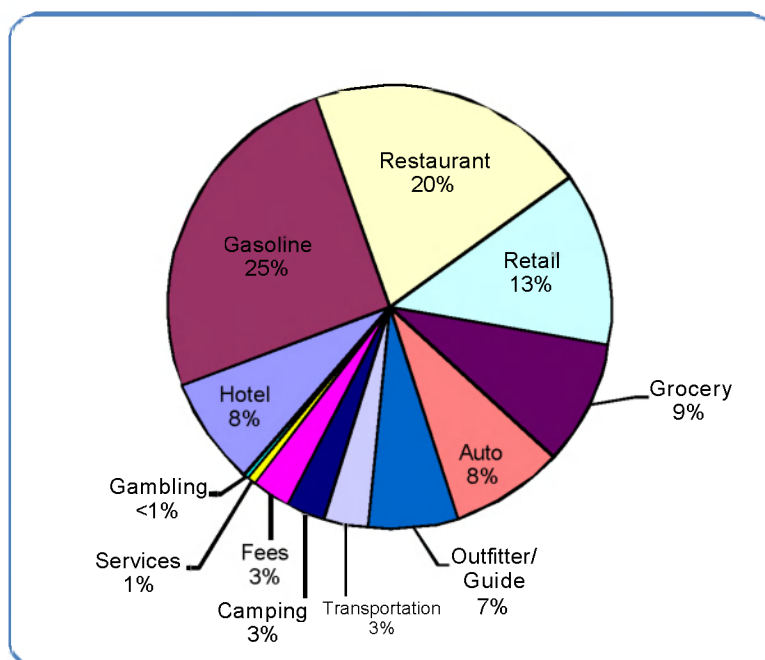


Table 3.43: Group Statistics for Quarter 3 Visitors from California

Average Expenditures of Quarter 3 Visitors from California					
% of All Quarter 1 Traveler Groups	# of Groups	Average Length of Stay (nights)	Average Daily Expenditures	Total Expenditures	% of all Quarter 3 Expenditures
8%	140,098	6.26	\$180	\$158 million	11%

Table 3.44: Most Common Group Type

	Group Type
#1	Immediate Family
#2	Couple
#3	Self

Table 3.45: Most Common Main Purpose of Trip

	Main Purpose of Trip
#1	Vacation/Recreation/Pleasure
#2	Visiting Friends/Relatives
#3	Passing Through

Quarter 3 Visitors from Minnesota

Quarter 3 visitors from Minnesota represent 4% of all quarter 3 visitors. The group's expenditures make up 4% of all expenditures for the quarter. The greatest portions of dollars spent were on gasoline, retail, and restaurants. Often, groups from Minnesota were made up of people traveling with family, as couples, or alone, and they commonly visited Montana for vacation, to pass through or to visit friends or relatives. On average, members of this group stayed in Montana for 4.76 nights and spent \$180 per day. An estimated \$66 million was spent by this group in quarter 3.

Figure 3.16: Expenditure Distribution Quarter 3 Visitors from Minnesota

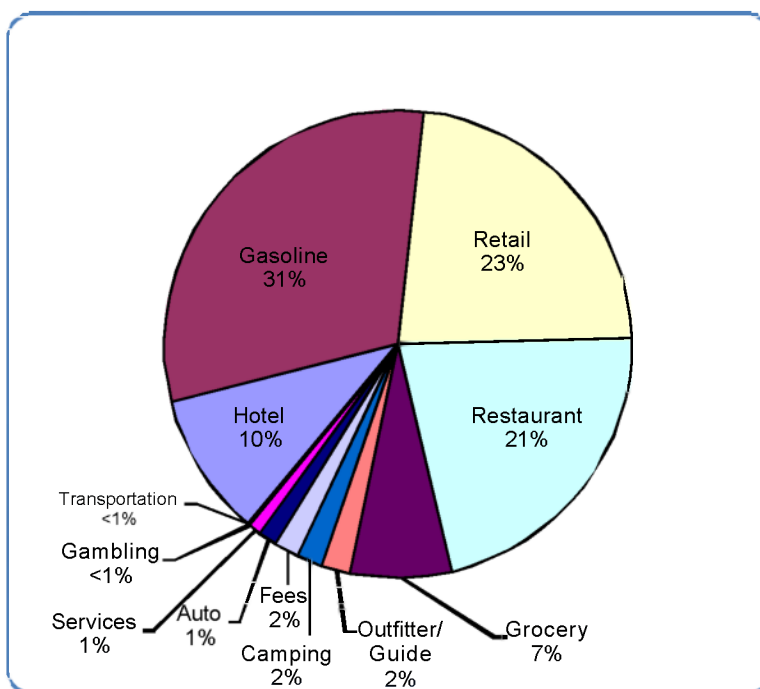


Table 3.46: Group Statistics for Quarter 3 Visitors from Minnesota

Average Expenditures of Quarter 3 Visitors From Minnesota					
% of All Quarter 3 Traveler Groups	# of Groups	Average Length of Stay (nights)	Average Daily Expenditures	Total Expenditures	% of all Quarter 3 Expenditures
4%	77,095	4.76	\$180	\$66 million	4%

Table 3.47: Most Common Group Type

	Group Type
#1	Immediate Family
#2	Couple
#3	Self

Table 3.48: Most Common Main Purpose of Trip

	Main Purpose of Trip
#1	Vacation/Recreation/Pleasure
#2	Passing Through
#3	Visiting Friends/Relatives

Quarter 3 Visitors from Utah

Quarter 3 visitors from Utah represent 4% of all quarter 3 visitors. The group's expenditures make up 3% of all expenditures for the quarter. The greatest portions of dollars spent were on gasoline, restaurants, and grocery. Often, groups from Utah were made up of people traveling with friends, as couples, or alone, and they commonly visited Montana for vacation, to pass through, or for business. On average, members of this group stayed in Montana for 4.29 nights and spent \$159 per day. An estimated \$51 million was spent by this group in quarter 3.

Figure 3.17: Expenditure Distribution Quarter 3 Visitors from Utah

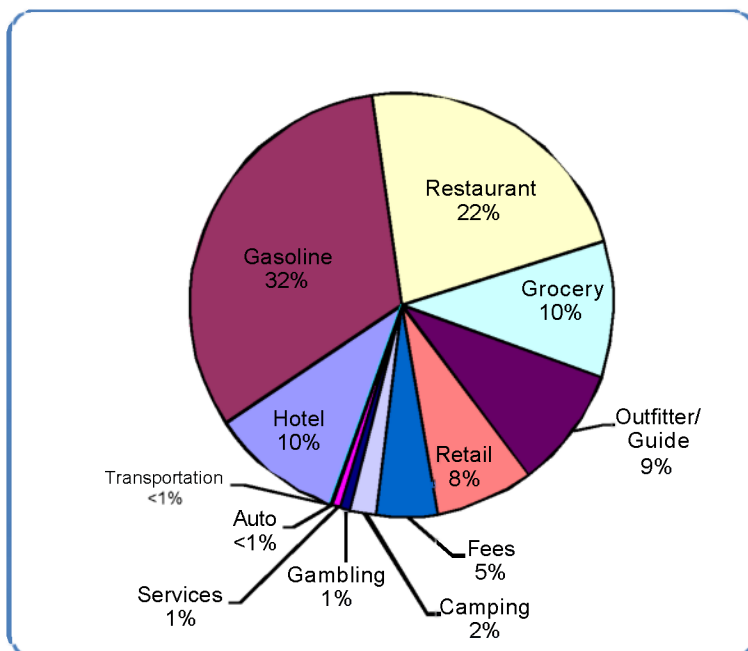


Table 3.49: Group Statistics for Quarter 3 Visitors from Utah

Average Expenditures of Quarter 3 Visitors from Utah					
% of All Quarter 3 Traveler Groups	# of Groups	Average Length of Stay (nights)	Average Daily Expenditures	Total Expenditures	% of all Quarter 3 Expenditures
4%	74,608	4.29	\$159	\$51 million	3%

Table 3.50: Most Common Group Type

	Group Type
#1	Immediate Family
#2	Couple
#3	Self

Table 3.51: Most Common Main Purpose of Trip

	Main Purpose of Trip
#1	Vacation/Recreation/Pleasure
#2	Passing Through
#3	Business/Convention/Meeting

Quarter 3 Visitors from Colorado

Quarter 3 visitors from Colorado represent 4% of all quarter 3 visitors. The group's expenditures make up 4% of all expenditures for the quarter. The greatest portions of dollars spent were on gasoline, restaurants, and retail. Often, groups from Colorado were made up of people traveling with family, as couples, or alone, and they commonly visited Montana for vacation, to pass through, or for business. On average, members of this group stayed in Montana for 5.43 nights and spent \$167 per day. An estimated \$65 million was spent by this group in quarter 3.

Figure 3.18: Expenditure Distribution Quarter 3 Visitors from Colorado

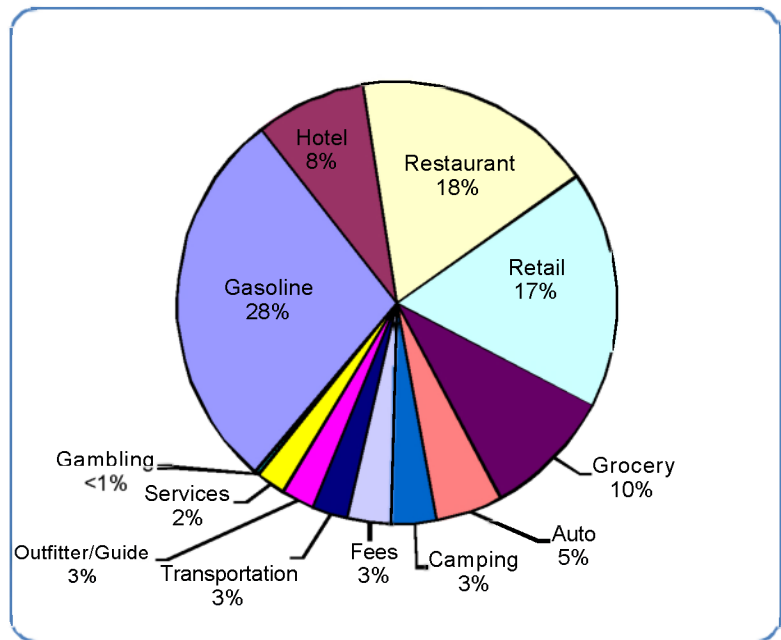


Table 3.52: Group Statistics for Quarter 3 Visitors from Colorado

Average Expenditures of Quarter 3 Visitors From Colorado					
% of All Quarter 3 Traveler Groups	# of Groups	Average Length of Stay (nights)	Average Daily Expenditures	Total Expenditures	% of all Quarter 3 Expenditures
4%	72,121	5.43	\$167	\$65 million	4%

Table 3.53: Most Common Group Type

	Group Type
#1	Immediate Family
#2	Couple
#3	Self

Table 3.54: Most Common Main Purpose of Trip

	Main Purpose of Trip
#1	Vacation/Recreation/Pleasure
#2	Passing Through
#3	Business/Convention/Meeting

Quarter 3 Visitors from Wyoming

Quarter 3 visitors from Wyoming represent 4% of all quarter 3 visitors. The group's expenditures make up 1% of all expenditures for the quarter. The greatest portions of dollars spent were on gasoline, restaurants, and retail. Often, groups from Wyoming were made up of people traveling as couples, with family, or alone, and they commonly visited Montana to pass through, to visit friends or relatives, or for vacation. On average, members of this group stayed in Montana for 2.86 nights and spent \$119 per day. An estimated \$22 million was spent by this group in quarter 3.

Figure 3.19: Expenditure Distribution Quarter 3 Visitors from Wyoming

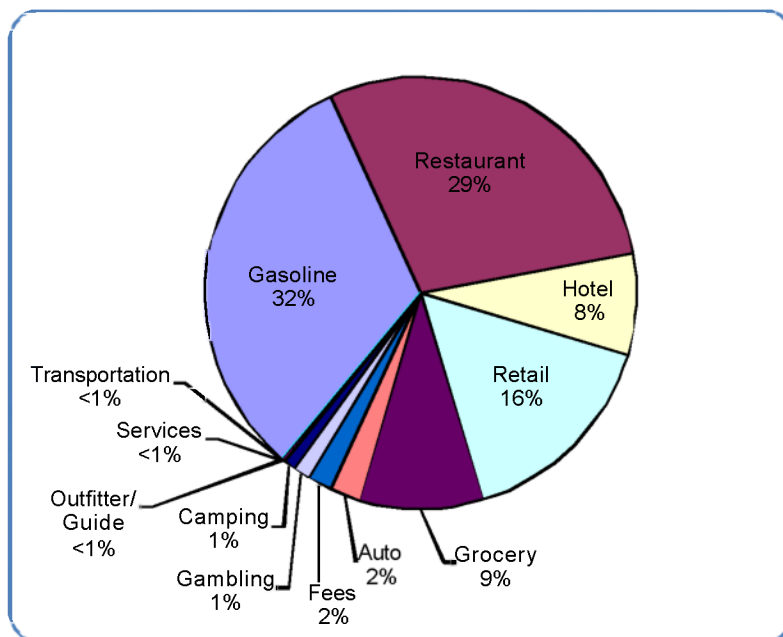


Table 3.55: Group Statistics for Quarter 3 Visitors from Wyoming

Average Expenditures of Quarter 3 Visitors From Wyoming					
% of All Quarter 3 Traveler Groups	# of Groups	Average Length of Stay (nights)	Average Daily Expenditures	Total Expenditures	% of all Quarter 3 Expenditures
4%	65,489	2.86	\$119	\$22 million	1%

Table 3.56 Most Common Group Type

	Group Type
#1	Couple
#2	Immediate Family
#3	Self

Table 3.57: Most Common Main Purpose of Trip

	Main Purpose of Trip
#1	Passing Though
#2	Visiting Friends/Relatives
#3	Vacation/Recreation/Pleasure

Quarter 3 Visitors from North Dakota

Quarter 3 visitors from North Dakota represent 4% of all quarter 3 visitors. The group's expenditures make up 3% of all expenditures for the quarter. The greatest portions of dollars spent were on gasoline, restaurants, and retail. Often, groups from North Dakota were made up of people traveling with family, alone, or as couples, and they commonly visited Montana to pass through, for vacation, or for business. On average, members of this group stayed in Montana for 3.55 nights and spent \$185 per day. An estimated \$46 million was spent by this group in quarter 3.

Figure 3.20: Expenditure Distribution Quarter 3 Visitors from North Dakota

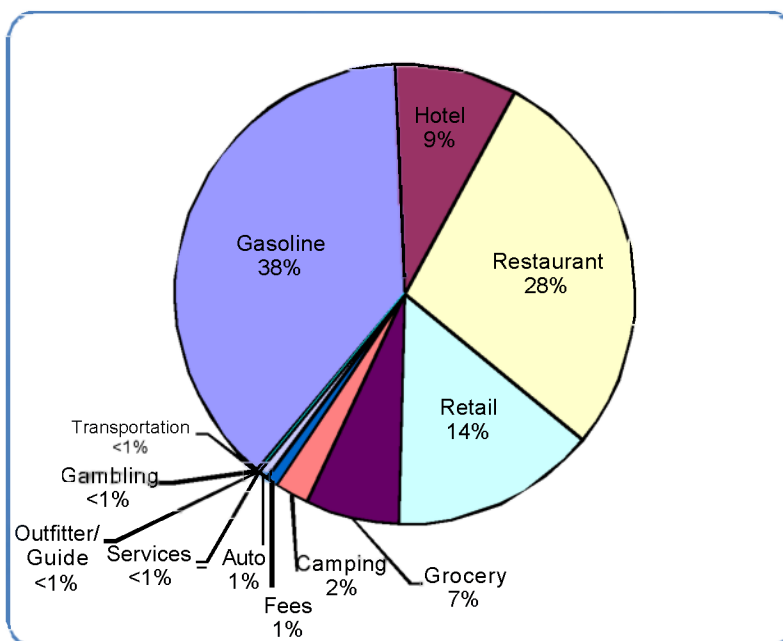


Table 3.58: Group Statistics for Quarter 3 Visitors from North Dakota

Average Expenditures of Quarter 3 Visitors From North Dakota					
% of All Quarter 3 Traveler Groups	# of Groups	Average Length of Stay (nights)	Average Daily Expenditures	Total Expenditures	% of all Quarter 3 Expenditures
4%	69,634	3.55	\$185	\$46 million	3%

Table 3.59: Most Common Group Type

	Group Type
#1	Immediate Family
#2	Self
#3	Couple

Table 3.60: Most Common Main Purpose of Trip

	Main Purpose of Trip
#1	Passing Through
#2	Vacation/Recreation/Pleasure
#3	Business/Convention/Meeting

Quarter 4 Visitors from Idaho

Quarter 4 visitors from Idaho represent 12% of all quarter 4 visitors. The group's expenditures make up 4% of all expenditures for the quarter. The greatest portions of dollars spent were on gasoline, restaurants, and retail. Often, groups from Idaho were made up of people traveling as couples, alone, or with family, and they commonly visited Montana to pass through, visit friends or relatives, or for business. On average, members of this group stayed in Montana for 2.18 nights and spent \$90 per day. An estimated \$16 million was spent by this group in quarter 4.

Figure 3.21: Expenditure Distribution Quarter 4 Visitors from Idaho

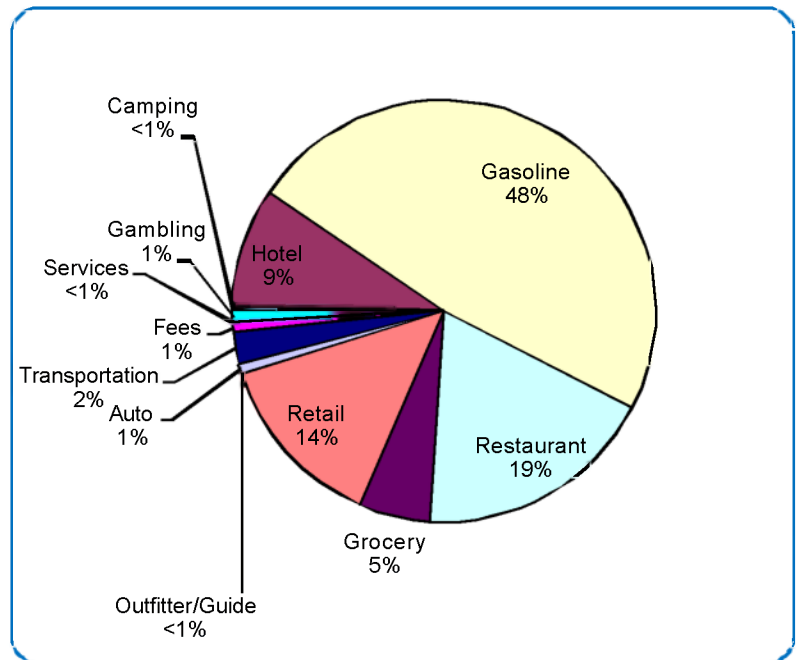


Table 3.61: Group Statistics for Quarter 4 Visitors from Washington

Average Expenditures of Quarter 4 Visitors from Washington					
% of All Quarter 4 Traveler Groups	# of Groups	Average Length of Stay (nights)	Average Daily Expenditures	Total Expenditures	% of all Quarter 4 Expenditures
12%	82,810	2.18	\$90	\$16 million	4%

Table 3.62: Most Common Group Type

	Group Type
#1	Couple
#2	Self
#3	Immediate Family

Table 3.63: Most Common Main Purpose of Trip

	Main Purpose of Trip
#1	Passing Through
#2	Visiting Friends/Relatives
#3	Business/Convention/Meeting

Quarter 4 Visitors from Washington

Quarter 4 visitors from Washington represent 12% of all quarter 4 visitors. The group's expenditures make up 9% of all expenditures for the quarter. The greatest portions of dollars spent were on gasoline, restaurants, and retail. Often, groups from Washington were made up of people traveling alone, as couples, or with family, and they commonly visited Montana to pass through, for vacation, or visit friends or relatives. On average, members of this group stayed in Montana for 3.85 nights and spent \$136 per day. An estimated \$42 million was spent by this group in quarter 4.

Figure 3.22: Expenditure Distribution Quarter 4 Visitors from Washington

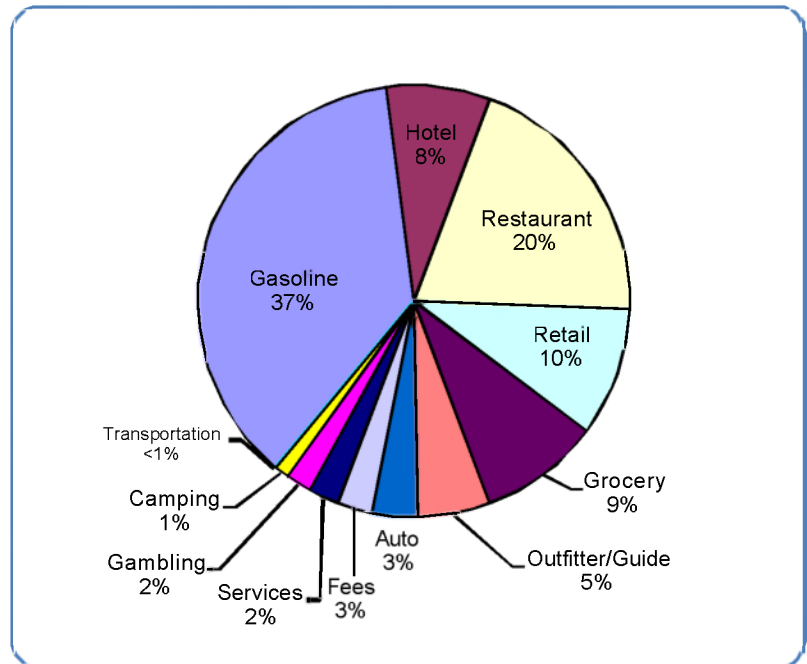


Table 3.64: Group Statistics for Quarter 4 Visitors from Washington

Average Expenditures of Quarter 4 Visitors from Washington					
% of All Quarter 4 Traveler Groups	# of Groups	Average Length of Stay (nights)	Average Daily Expenditures	Total Expenditures	% of all Quarter 4 Expenditures
12%	79,286	3.85	\$136	\$42 million	9%

Table 3.65: Most Common Group Type

	Group Type
#1	Self
#2	Couple
#3	Immediate Family

Table 3.66: Most Common Main Purpose of Trip

	Main Purpose of Trip
#1	Passing Through
#2	Vacation/Recreation/Pleasure
#3	Visiting Friends/Relatives

Quarter 4 Visitors from Wyoming

Quarter 4 visitors from Wyoming represent 9% of all quarter 4 visitors. The group's expenditures make up 9% of all expenditures for the quarter. The greatest portions of dollars spent were on retail, gasoline, and restaurants. Often, groups from Wyoming were made up of people traveling alone, as couples, or with family, and they commonly visited Montana to pass through, for business, or visit friends or relatives. On average, members of this group stayed in Montana for 3.78 nights and spent \$175 per day. An estimated \$39 million was spent by this group in quarter 4.

Figure 3.23: Expenditure Distribution Quarter 4 Visitors from Wyoming

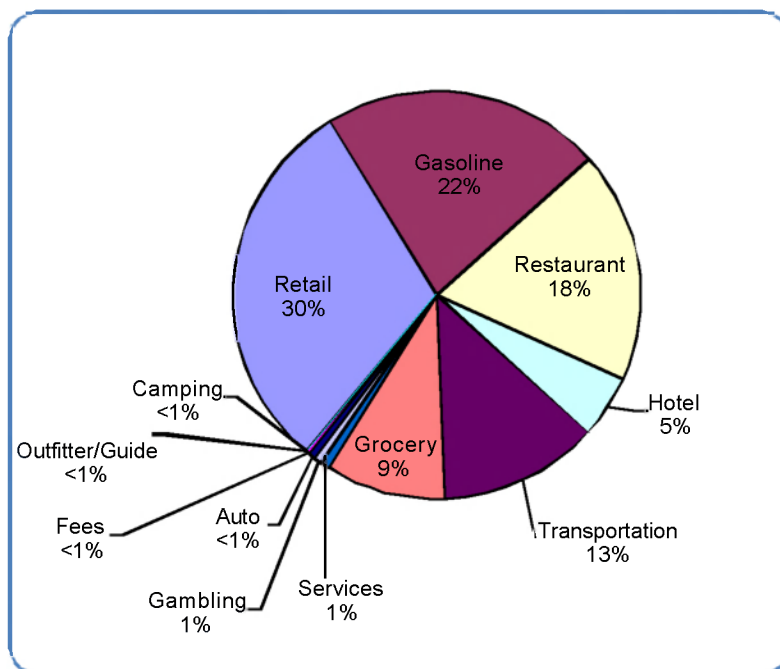


Table 3.67: Group Statistics for Quarter 4 Visitors from Wyoming

Average Expenditures of Quarter 4 Visitors from Wyoming					
% of All Quarter 4 Traveler Groups	# of Groups	Average Length of Stay (nights)	Average Daily Expenditures	Total Expenditures	% of all Quarter 4 Expenditures
9%	58,143	3.78	\$175	\$39 million	9%

Table 3.68: Most Common Group Type

	Group Type
#1	Self
#2	Couple
#3	Immediate Family

Table 3.69: Most Common Main Purpose of Trip

	Main Purpose of Trip
#1	Passing Through
#2	Business/Convention/Meeting
#3	Visiting Friends/Relatives

Quarter 4 Visitors from North Dakota

Quarter 4 visitors from North Dakota represent 8% of all quarter 4 visitors. The group's expenditures make up 4% of all expenditures for the quarter. The greatest portions of dollars spent were on gasoline, restaurants, and retail. Often, groups from North Dakota were made up of people traveling alone, as couples, or with business associates, and they commonly visited Montana to pass through, for business, or to visit friends or relatives. On average, members of this group stayed in Montana for 2.02 nights and spent \$147 per day. An estimated \$16 million was spent by this group in quarter 4.

Figure 3.24: Expenditure Distribution Quarter 4 Visitors from North Dakota

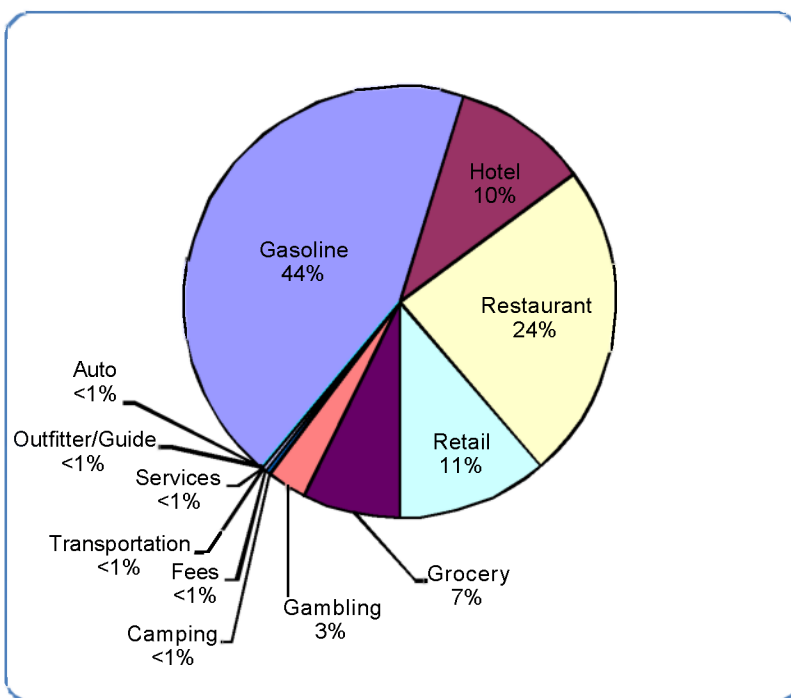


Table 3.70: Group Statistics for Quarter 4 Visitors from North Dakota

Average Expenditures of Quarter 4 Visitors from North Dakota					
% of All Quarter 4 Traveler Groups	# of Groups	Average Length of Stay (nights)	Average Daily Expenditures	Total Expenditures	% of all Quarter 4 Expenditures
8%	53,445	2.02	\$147	\$16 million	4%

Table 3.71: Most Common Group Type

	Group Type
#1	Self
#2	Couple
#3	Business Assoc.

Table 3.72: Most Common Main Purpose of Trip

	Main Purpose of Trip
#1	Passing Through
#2	Business/Convention/ Meeting
#3	Visiting Friends/ Relatives

Quarter 4 Visitors from Alberta

Quarter 4 visitors from Alberta represent 6% of all quarter 4 visitors. The group's expenditures make up 2% of all expenditures for the quarter. The greatest portions of dollars spent were on gasoline, retail, and restaurants. Often, groups from Alberta were made up of people traveling as couples, with family, or alone, and they commonly visited Montana to pass through, for vacation, or to go shopping. On average, members of this group stayed in Montana for 1.51 nights and spent \$123 per day. An estimated \$8 million was spent by this group in quarter 4.

Figure 3.25: Expenditure Distribution Quarter 4 Visitors from Alberta

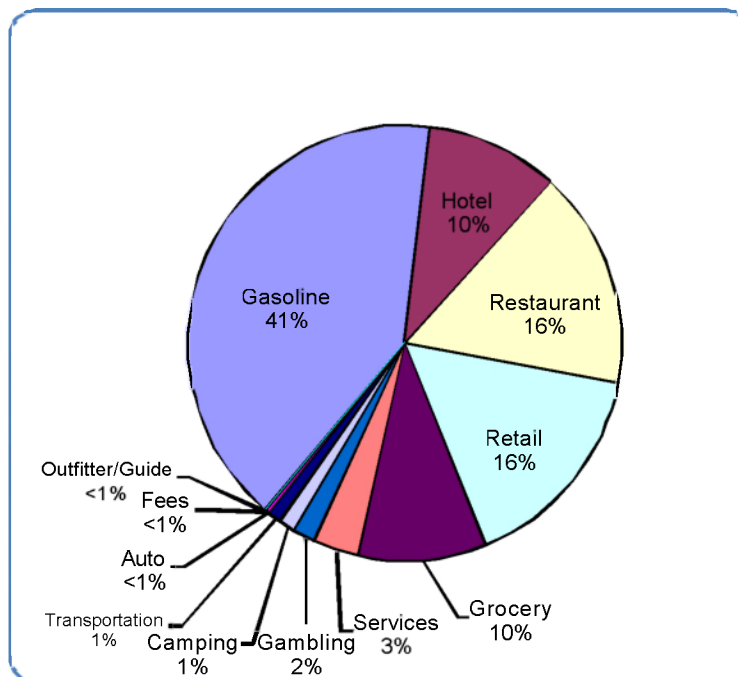


Table 3.73: Group

Average Expenditures of Quarter 4 Visitors from Alberta					
% of All Quarter 4 Traveler Groups	# of Groups	Average Length of Stay (nights)	Average Daily Expenditures	Total Expenditures	% of all Quarter 4 Expenditures
6%	40,524	1.51	\$123	\$8 million	2%

Table 3.74: Most Common Group Type

	Group Type
#1	Couple
#2	Immediate Family
#3	Self

Table 3.75: Most Common Main Purpose of Trip

	Main Purpose of Trip
#1	Passing Through
#2	Vacation/Recreation/Pleasure
#3	Shopping

Quarter 4 Visitors from California

Quarter 4 visitors from California represent 5% of all quarter 4 visitors. The group's expenditures make up 6% of all expenditures for the quarter. The greatest portions of dollars spent were on restaurants, gasoline, and retail. Often, groups from California were made up of people traveling alone, with family, or as couples, and they commonly visited Montana for vacation, to visit friends or relatives, or for business. On average, members of this group stayed in Montana for 4.62 nights and spent \$163 per day. An estimated \$27 million was spent by this group in quarter 4.

Figure 3.26: Expenditure Distribution Quarter 4 Visitors from California

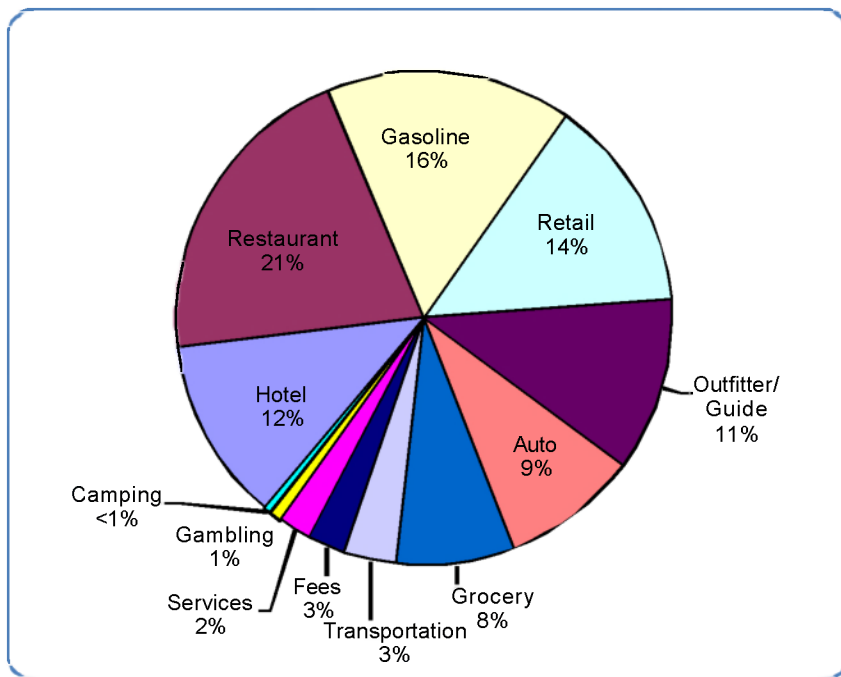


Table 3.76: Group Statistics for Quarter 4 Visitors from California

Average Expenditures of Quarter 4 Visitors from California					
% of All Quarter 4 Traveler Groups	# of Groups	Average Length of Stay (nights)	Average Daily Expenditures	Total Expenditures	% of all Quarter 4 Expenditures
5%	35,825	4.62	\$163	\$27 million	6%

Table 3.77: Most Common Group Type

	Group Type
#1	Self
#2	Immediate Family
#3	Couple

Table 3.78: Most Common Main Purpose of Trip

	Main Purpose of Trip
#1	Vacation/Recreation/Pleasure
#2	Visiting Friends/Relatives
#3	Business/Convention/Meeting

Quarter 4 Visitors from Minnesota

Quarter 4 visitors from Minnesota represent 5% of all quarter 4 visitors. The group's expenditures make up 6% of all expenditures for the quarter. The greatest portions of dollars spent were on gasoline, restaurants, and retail. Often, groups from Minnesota were made up of people traveling as couples, with family, or alone, and they commonly visited Montana to pass through, to visit friends or relatives, or for vacation. On average, members of this group stayed in Montana for 4.37 nights and spent \$167 per day. An estimated \$24 million was spent by this group in quarter 4.

Figure 3.27: Expenditure Distribution Quarter 4 Visitors from Minnesota

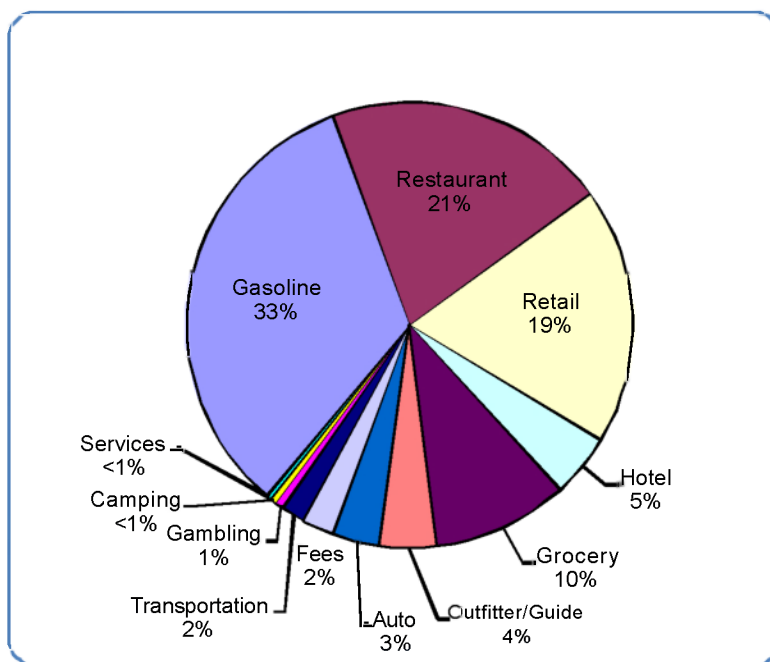


Table 3.79: Group Statistics for Quarter 4 Visitors from Minnesota

Average Expenditures of Quarter 4 Visitors from Minnesota					
% of All Quarter 4 Traveler Groups	# of Groups	Average Length of Stay (nights)	Average Daily Expenditures	Total Expenditures	% of all Quarter 4 Expenditures
5%	33,476	4.37	\$167	\$24 million	6%

Table 3.80: Most Common Group Type

	Group Type
#1	Couple
#2	Immediate Family
#3	Self

Table 3.81: Most Common Main Purpose of Trip

	Main Purpose of Trip
#1	Passing Through
#2	Visiting Friends/Relatives
#3	Vacation/Recreation/Pleasure

Quarter 4 Visitors from Utah

Quarter 4 visitors from Utah represent 5% of all quarter 4 visitors. The group's expenditures make up 3% of all expenditures for the quarter. The greatest portions of dollars spent were on gasoline, retail, and restaurants. Often, groups from Utah were made up of people traveling with family, alone, or as couples, and they commonly visited Montana for vacation, for business, or to visit friends or relatives. On average, members of this group stayed in Montana for 2.67 nights and spent \$146 per day. An estimated \$14million was spent by this group in quarter 4.

Figure 3.28: Expenditure Distribution Quarter 4 Visitors from Utah

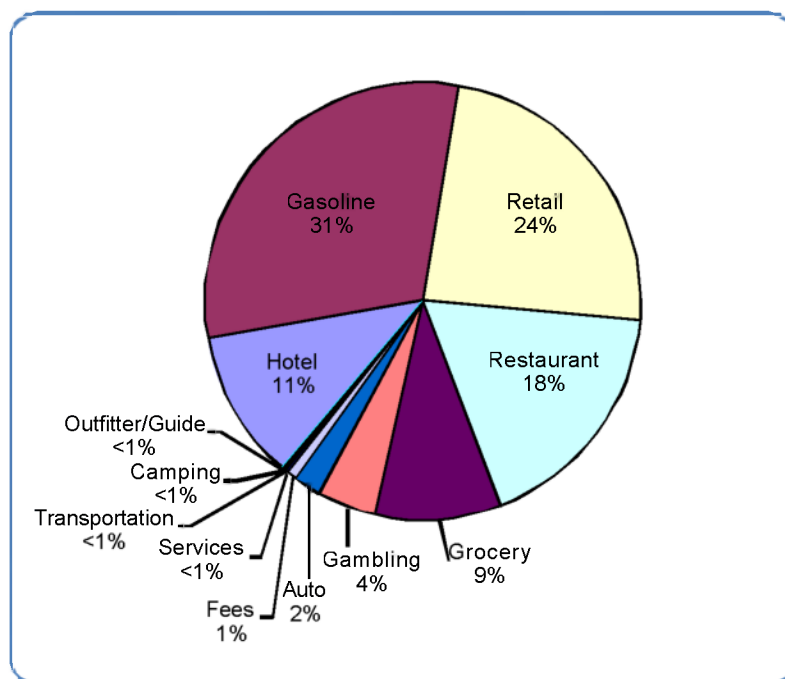


Table 3.82: Group Statistics for Quarter 4 visitors from California

Average Expenditures of Quarter 4 Visitors from California					
% of All Quarter 4 Traveler Groups	# of Groups	Average Length of Stay (nights)	Average Daily Expenditures	Total Expenditures	% of all Quarter 4 Expenditures
5%	35,825	2.67	\$146	\$14 million	3%

Table 3.83: Most Common Group Type

	Group Type
#1	Immediate Family
#2	Self
#3	Couple

Table 3.84: Most Common Main Purpose of Trip

	Main Purpose of Trip
#1	Vacation/Recreation/Pleasure
#2	Business/Convention/Meeting
#3	Visiting Friends/Relatives

Section 4 US Geographic Regions Expenditure Distributions

It is common in travel and marketing research to split the United States into geographic regions. In this analysis, nine US regions were explored. The regions were examined using full year data only. However, quarter visitation frequencies are provided for each region. Please keep in mind that regions should not be directly compared without acknowledging that each region contains different numbers of states. For this report, the states for each region are the same regions utilized by Smith Travel Research, a company highly recognized for providing the travel industry with lodging performance data from around the country. The nine regions are as follows:

Mountain Region: Idaho, Wyoming, Colorado, Utah, Nevada, Arizona, and New Mexico (this region also includes Montana when utilized by Smith Travel Research)

Pacific Region: Alaska, Washington, Oregon, California, and Hawaii

West-North-Central Region: Minnesota, North Dakota, South Dakota, Iowa, Nebraska, Missouri, and Kansas

East-North-Central Region: Michigan, Wisconsin, Illinois, Indiana, and Ohio

South Atlantic Region: Maryland, Delaware, West Virginia, Virginia, North Carolina, South Carolina, Georgia, Florida, and Washington D.C.

West-South Central Region: Arkansas, Oklahoma, Texas, and Louisiana

East-South-Central Region: Kentucky, Tennessee, Alabama, and Mississippi

Middle Atlantic Region: New York, Pennsylvania, and New Jersey

New England Region: Maine, New Hampshire, Vermont, Massachusetts, Connecticut, and Rhode Island

Montana Visitors from Mountain Region*

* Travelers from the Mountain Region include residents of Idaho, Wyoming, Colorado, Utah, Nevada, Arizona, and New Mexico.

In total, this region accounted for 29% of the 2005 travelers surveyed and 18% of 2005 visitor expenditures. The greatest portions of dollars spent were on gasoline, restaurants, and retail. On average, these visitors stayed 3.43 nights in Montana and spent \$136 per day. An estimated \$551 million was spent by this group. Tables 4.2 – 4.4 describe this region's most common group types, quarterly visitation frequencies, and most common main purposes for visiting Montana.

Figure 4.1: Expenditure Distribution of Groups from Mountain Region

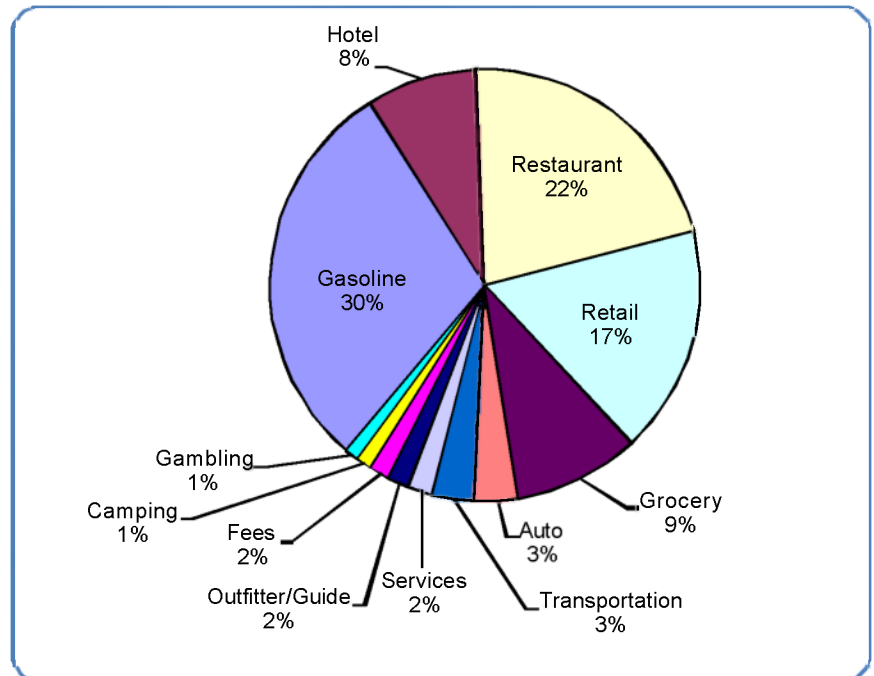


Table 4.1: Group Statistics for Visitors from Mountain Region

Average Expenditures of Visitors from the Mountain Region					
% of All 2005 Traveler Groups	# of Groups	Average Length of Stay (nights)	Average Daily Expenditures	Total Expenditures	% of all 2005 Expenditures
29%	1,184,391	3.43	\$136	\$551 Million	18%

Table 4.2: Most Common Group Types

	Group Type
#1	Self
#2	Couple
#3	Immediate Family

Table 4.3: Quarterly Visitation Frequencies

	Percent
Quarter 1	24%
Quarter 2	25%
Quarter 3	29%
Quarter 4	22%

Table 4.4: Most Common Main Purposes for Visit

	Main Purpose of Trip
#1	Passing Through
#2	Vacation/Recreation/Pleasure
#3	Visiting Friends/Relatives

Montana Visitors from Pacific Region*

*Travelers from the Pacific Region include residents of Alaska, Washington, Oregon, California, and Hawaii.

In total, this region accounted for 21% of the 2005 travelers surveyed and 19% of 2005 visitor expenditures. The greatest portions of dollars spent were on gasoline, restaurants, and retail. On average, these visitors stayed 4.76 nights in Montana and spent \$147 per day. An estimated \$594 million was spent by this group. Tables 4.6 – 4.8 describe this region's most common group types, quarterly visitation frequencies, and most common main purposes for visiting Montana.

Figure 4.2: Expenditure Distribution of Groups from Pacific Region

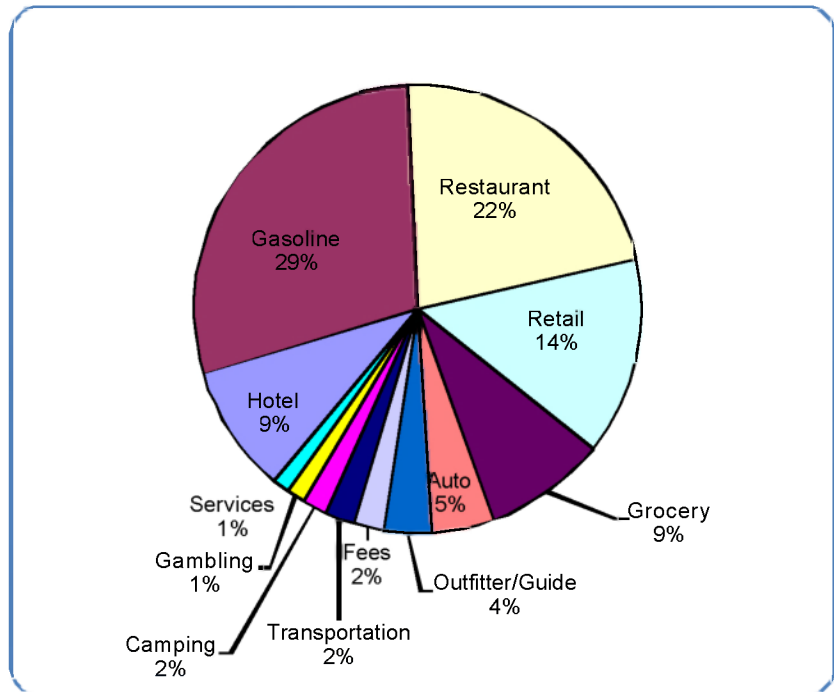


Table 4.5: Group Statistics for Visitors from Pacific Region

Average Expenditures of Visitors From the Pacific Region					
% of All 2005 Traveler Groups	# of Groups	Average Length of Stay (nights)	Average Daily Expenditures	Total Expenditures	% of all 2005 Expenditures
21%	850,633	4.76	\$147	\$594 Million	19%

Table 4.6: Most Common Group Types

	Group Type
#1	Couple
#2	Self
#3	Immediate Family

Table 4.7: Quarterly Visitation Frequencies

	Percent
Quarter 1	19%
Quarter 2	25%
Quarter 3	38%
Quarter 4	18%

Table 4.8 Most Common Main Purposes for Visit

	Main Purpose of Trip
#1	Vacation/Recreation/Pleasure
#2	Passing Through
#3	Visiting Friends/Relatives

*All dollar figures in this report are inflated to 2007 dollars.

Montana Visitors from West-North-Central Region*

* Travelers from the West-North-Central Region include residents of Minnesota, North Dakota, South Dakota, Iowa, Nebraska, Missouri, and Kansas.

In total, this region accounted for 15% of the 2005 travelers surveyed and 15% of 2005 visitor expenditures. The greatest portions of dollars spent were on gasoline, restaurants, and retail. On average, these visitors stayed 4.42 nights in Montana and spent \$162 per day. An estimated \$449 million was spent by this group. Tables 4.10 – 4.12 describe this region's most common group types, quarterly visitation frequencies, and most common main purposes for visiting Montana.

Figure 4.3: Expenditure Distribution of Groups from West-North-Central Region

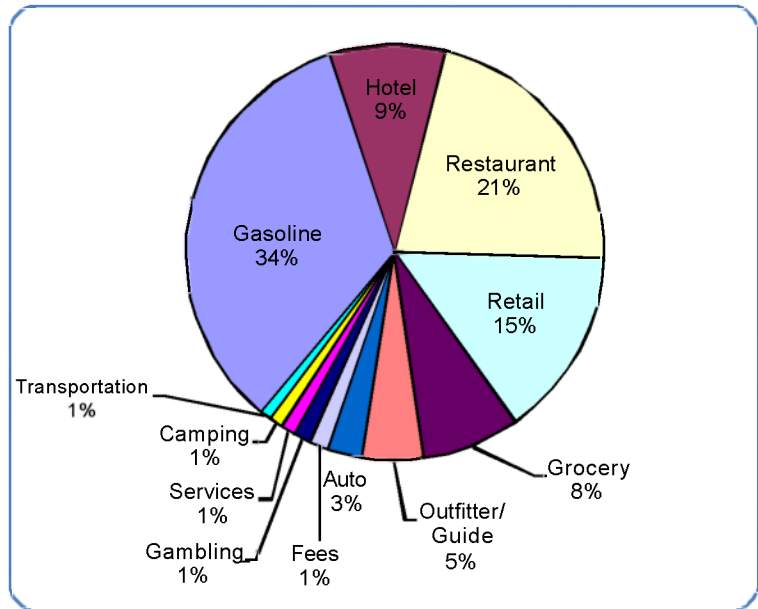


Table 4.9: Group Statistic

Average Expenditures of Visitors From the West North Central Region					
% of All 2005 Traveler Groups	# of Groups	Average Length of Stay (nights)	Average Daily Expenditures	Total Expenditures	% of all 2005 Expenditures
15%	626,055	4.42	\$162	\$449 Million	15%

Table 4.10: Most Common Group Types

	Group Type
#1	Couple
#2	Immediate Family
#3	Self

Table 4.11: Quarterly Visitation Frequencies

	Percent
Quarter 1	19%
Quarter 2	26%
Quarter 3	36%
Quarter 4	19%

Table 4.12: Most Common Main Purposes for Visit

	Main Purpose of Trip
#1	Vacation/Recreation/Pleasure
#2	Passing Through
#3	Visiting Friends/Relatives

Montana Visitors from East-North-Central Region*

* Travelers from the East-North-Central Region include residents of Michigan, Wisconsin, Illinois, Indiana, and Ohio.

In total, this region accounted for 7% of the 2005 travelers surveyed and 10% of 2005 visitor expenditures. The greatest portions of dollars spent were on hotels, gasoline, and restaurants. On average, these visitors stayed 6.13 nights in Montana and spent \$182 per day. An estimated \$301 million was spent by this group. Tables 4.14 – 4.16 describe this region's most common group types, quarterly visitation frequencies, and most common main purposes for visiting Montana.

Figure 4.4: Expenditure Distribution of Groups from East-North Central Region

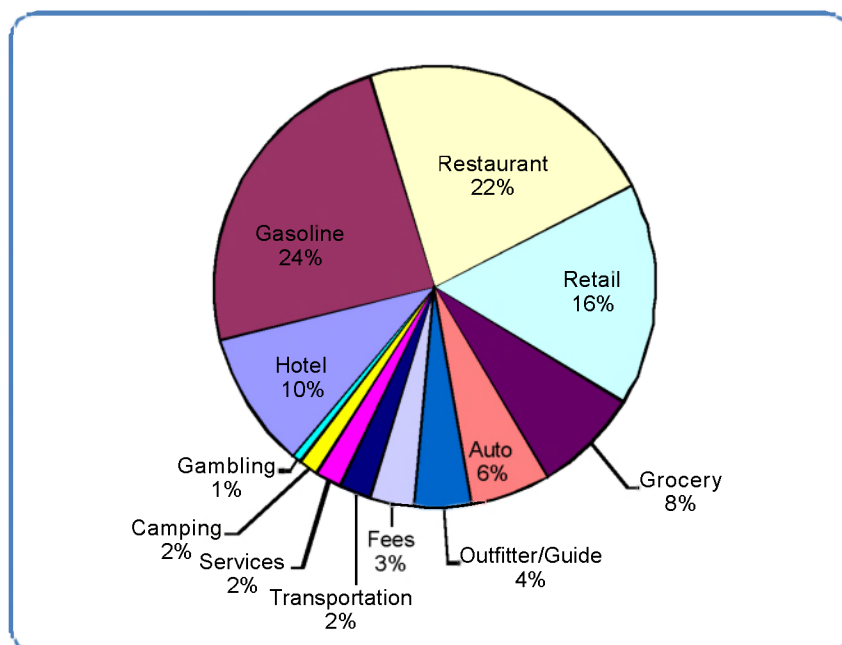


Table 4.13: Group Statistics for Visitors from the East-North-Central Region

Average Expenditures of East North Central US Visitors					
% of All 2005 Traveler Groups	# of Groups	Average Length of Stay (nights)	Average Daily Expenditures	Total Expenditures	% of all 2005 Expenditures
7%	270,185	6.13	\$182	\$301 Million	10%

Table 4.14: Most Common Group Types

	Group Type
#1	Couple
#2	Immediate Family
#3	Self

Table 4.15: Quarterly Visitation Frequencies

	Percent
Quarter 1	14%
Quarter 2	26%
Quarter 3	47%
Quarter 4	14%

Table 4.16: Most Common Main Purposes for Visit

	Main Purpose of Trip
#1	Vacation/Recreation/Pleasure
#2	Visiting Friends/Relatives
#3	Passing Through

*All dollar figures in this report are inflated to 2007 dollars.

Montana Visitors from South Atlantic Region*

*Travelers from the South Atlantic Region include residents of Maryland, Delaware, West Virginia, Virginia, North Carolina, South Carolina, Georgia, Florida, and Washington D.C.

In total, this region accounted for 6% of the 2005 travelers surveyed and 11% of 2005 visitor expenditures. The greatest portions of dollars spent were on restaurants, gasoline, and retail. On average, these visitors stayed 6.94 nights in Montana and spent \$188 per day. An estimated \$335 million was spent by this group. Tables 4.18 – 4.20 describe this region's most common group types, quarterly visitation frequencies, and most common main purposes for visiting Montana.

Figure 4.5: South Atlantic Region Expenditure Categories

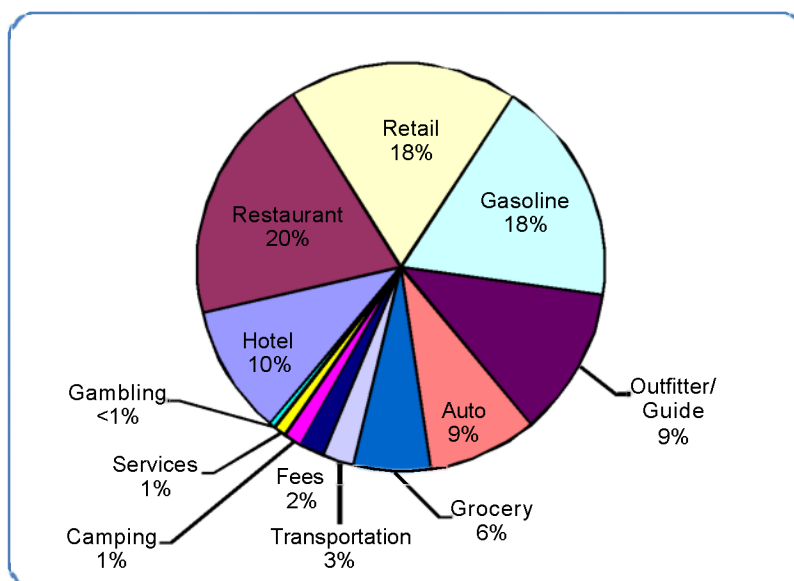


Table 4.17: Group Statistics for Visitors from the South Atlantic Region

Average Expenditures of Visitors From the South Atlantic Region					
% of All 2005 Traveler Groups	# of Groups	Average Length of Stay (nights)	Average Daily Expenditures	Total Expenditures	% of all 2005 Expenditures
6%	257,056	6.94	\$188	\$335 Million	11%

Table 4.18: Most Common Group Types

	Group Type
#1	Couple
#2	Self
#3	Immediate Family

Table 4.19: Quarterly Visitation Frequencies

	Percent
Quarter 1	9%
Quarter 2	31%
Quarter 3	48%
Quarter 4	12%

Table 4.20: Most Common Main Purposes for Visit

	Main Purpose of Trip
#1	Vacation/Recreation/Pleasure
#2	Business/Convention/Meeting
#3	Passing Through

Montana Visitors from West-South-Central Region*

*Travelers from the West-South Central Region include residents of Arkansas, Oklahoma, Texas, and Louisiana.

In total, this region accounted for 5% of the 2005 travelers surveyed and 8% of 2005 visitor expenditures. The greatest portions of dollars spent were on gasoline, restaurants, and retail. On average, these visitors stayed 6.65 nights in Montana and spent \$179 per day. An estimated \$241 million was spent by this group. Tables 4.22 – 4.24 describe this region's most common group types, quarterly visitation frequencies, and most common main purposes for visiting Montana.

Figure 4.6: Expenditure Distribution for Visitors from West-South-Central Region

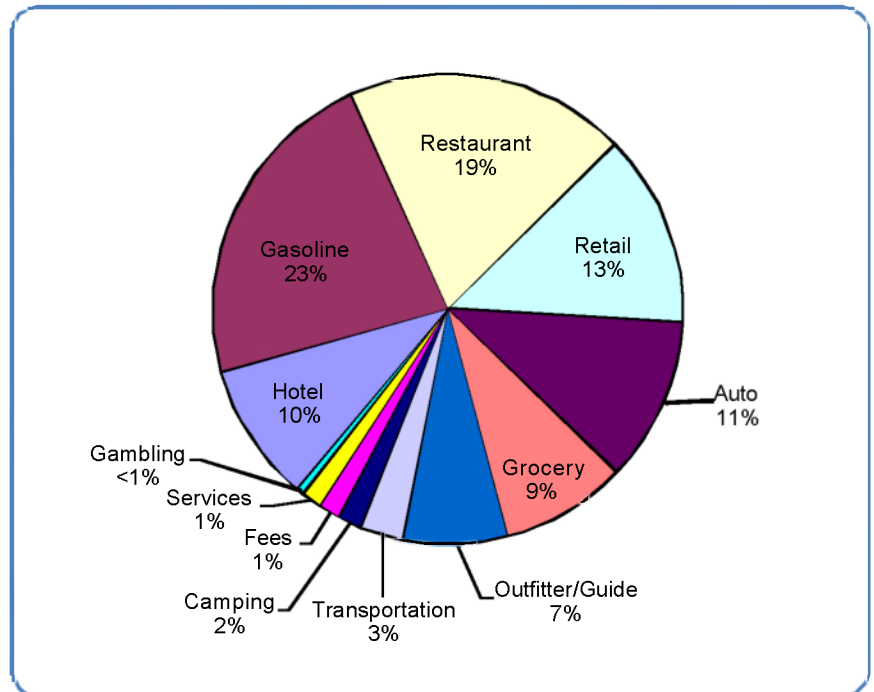


Table 4.21: Group Statistics for visitors from West-South-Central Region

Average Expenditures of Visitors From the West South Central Region					
% of All 2005 Traveler Groups	# of Groups	Average Length of Stay (nights)	Average Daily Expenditures	Total Expenditures	% of all 2005 Expenditures
5%	202,466	6.65	\$179	\$241 Million	8%

Table 4.22: Most Common Group Types

	Group Type
#1	Couple
#2	Self
#3	Immediate Family

Table 4.23: Quarterly Visitation Frequencies

	Percent
Quarter 1	12%
Quarter 2	28%
Quarter 3	45%
Quarter 4	15%

Table 4.24: Most Common Main Purposes for Visit

	Main Purpose of Trip
#1	Vacation/Recreation/Pleasure
#2	Visiting Friends/Relatives
#3	Passing Through

Montana Visitors from East-South-Central Region*

*Travelers from the East-South-Central Region include residents of Kentucky, Tennessee, Alabama, and Mississippi.

In total, this region accounted for 3% of the 2005 travelers surveyed and 5% of 2005 visitor expenditures. The greatest portions of dollars spent were on gasoline, restaurants, and retail. On average, these visitors stayed 6.65 nights in Montana and spent \$187 per day. An estimated \$164 million was spent by this group. Tables 4.26 – 4.28 describe this region's most common group types, quarterly visitation frequencies, and most common main purposes for visiting Montana.

Figure 4.7: Expenditure Distribution for Visitors from East-South-Central Region

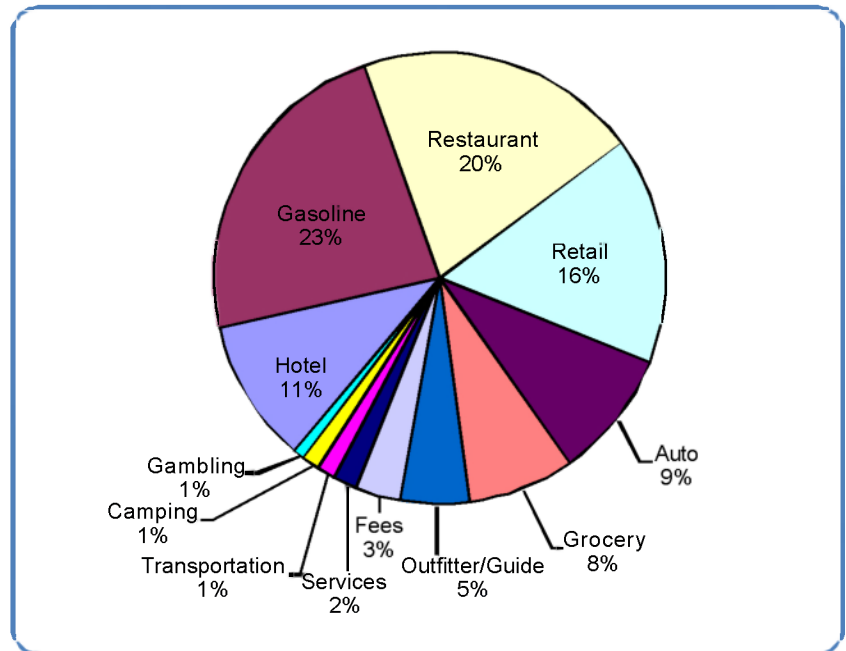


Table 4.25: Group Statistics for Visitors from East-South-Central Region

Average Expenditures of Visitors from the East South Central US					
% of All 2005 Traveler Groups	# of Groups	Average Length of Stay (nights)	Average Daily Expenditures	Total Expenditures	% of all 2005 Expenditures
3%	131,983	6.65	\$187	\$164 Million	5%

Table 4.26: Most Common Group Types

	Group Type
#1	Couple
#2	Immediate Family
#3	Self

Table 4.27: Quarterly Visitation Frequencies

	Percent
Quarter 1	16%
Quarter 2	25%
Quarter 3	45%
Quarter 4	14%

Table 4.28: Most Common Main Purpose of Visit

	Main Purpose of Trip
#1	Vacation/Recreation/Pleasure
#2	Passing Through
#3	Visiting Friends/Relatives

Montana Visitors from Middle Atlantic Region*

*Travelers from the Middle Atlantic Region include residents of New York, Pennsylvania, and New Jersey.

Figure 4.8: Expenditure Distributions for Visitors from Middle Atlantic Region

In total, this region accounted for 3% of the 2005 travelers surveyed and 4% of 2005 visitor expenditures. The greatest portions of dollars spent were on retail, restaurants, and gasoline. On average, these visitors stayed 5.32 nights in Montana and spent \$201 per day. An estimated \$127 million was spent by this group. Tables 4.30 – 4.32 describe this region's most common group types, quarterly visitation frequencies, and most common main purposes for visiting Montana.

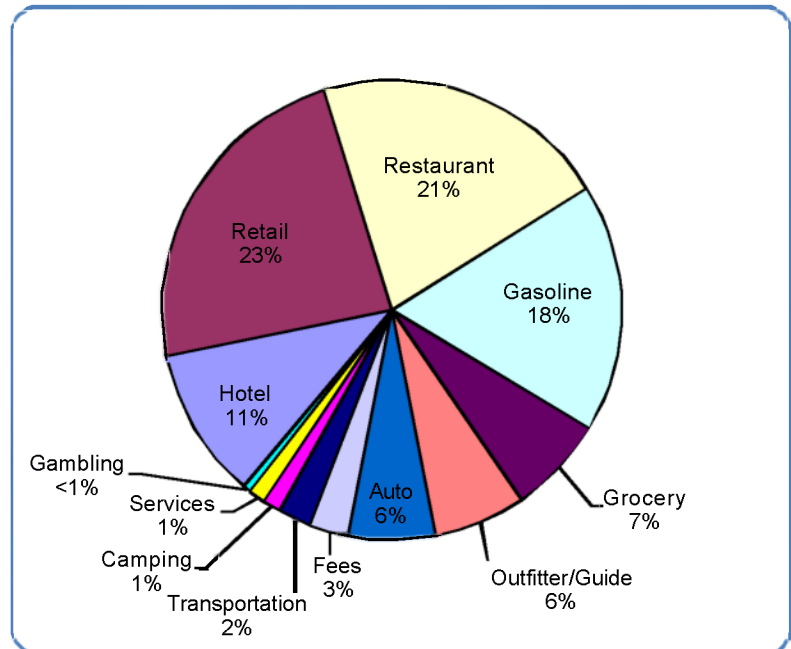


Table 4.29: Group Statistics for Visitors from the Middle Atlantic Region

Average Expenditures of Visitors From the Middle Atlantic					
% of All 2005 Traveler Groups	# of Groups	Average Length of Stay (nights)	Average Daily Expenditures	Total Expenditures	% of all 2005 Expenditures
3%	118,854	5.32	\$201	\$127 Million	4%

Table 4.30: Most Common Group Types

	Group Type
#1	Couple
#2	Immediate Family
#3	Self

Table 4.31: Quarterly Visitation Frequencies

	Percent
Quarter 1	16%
Quarter 2	12%
Quarter 3	50%
Quarter 4	22%

Table 4.32: Most Common Group Types

	Main Purpose of Trip
#1	Vacation/Recreation/Pleasure
#2	Visiting Friends/Relatives
#3	Passing Through

Montana Visitors from New England Region*

*Travelers from the New England Region include residents of Maine, New Hampshire, Vermont, Massachusetts, Connecticut, and Rhode Island.

In total, this region accounted for 1% of the 2005 travelers surveyed and 2% of 2005 visitor expenditures. The greatest portions of dollars spent were on restaurants, auto, retail, and gasoline. On average, these visitors stayed 5.32 nights in Montana and spent \$225 per day. An estimated \$68 million was spent by this group. Tables 4.34 – 4.36 describe this region's most common group types, quarterly visitation frequencies, and most common main purposes for visiting Montana.

Figure 4.9: Expenditure Distribution for Visitors from the New England Region

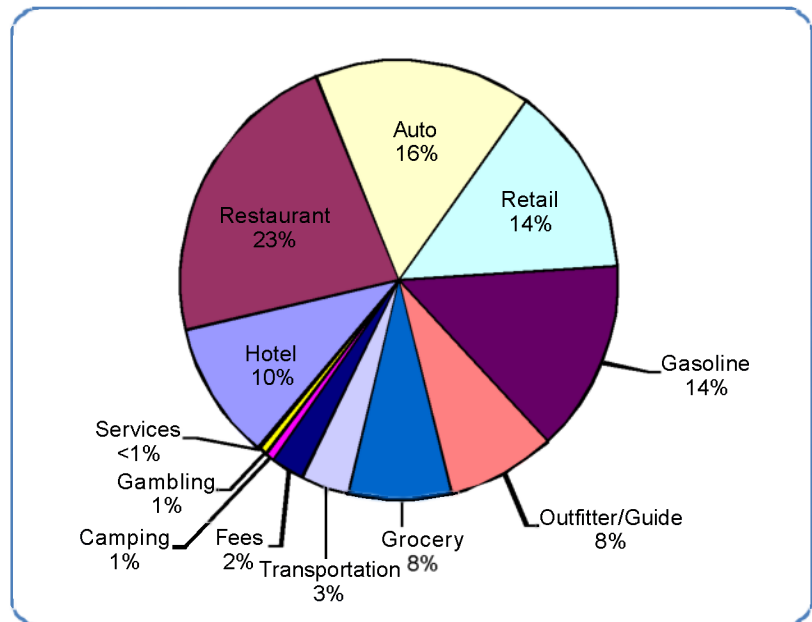


Table 4.33: Expenditures of Visitors from New England Region

Average Expenditures of Visitors From the New England Region					
% of All 2005 Traveler Groups	# of Groups	Average Length of Stay (nights)	Average Daily Expenditures	Total Expenditures	% of all 2005 Expenditures
1%	56,663	5.32	\$225	\$68 Million	2%

Table 4.34 : Most Common Group Types

	Group Type
#1	Immediate Family
#2	Couple
#3	Self

Table 4.35: Quarterly Visitation Frequency

	Percent
Quarter 1	13%
Quarter 2	26%
Quarter 3	36%
Quarter 4	25%

Table 4.36: Most Common Main Purposes for Visit

	Main Purpose of Trip
#1	Vacation/Recreation/Pleasure
#2	Visiting Friends/Relatives
#3	Business/Convention/Meeting

Section 5 Expenditure Distribution by Main Attraction

Montana has a lot to offer to its visitors. The 2005 nonresident visitor study asked participants who were in Montana, at least in part, for vacation about what attracted them most to Montana. This section looks at those attractions most frequently reported as the main attractions to Montana and the expenditure distributions of the associated visitor groups. The attraction groups were examined at the full year level with quarterly visitation breakdowns provided.

Montana Visitors Primarily Attracted by Yellowstone National Park

Figure 5.1: Expenditure Distribution Vacationers Primarily Attracted by Yellowstone National Park

Overall, 22% of all 2005 vacationers to Montana were primarily attracted by Yellowstone National Park, making up 1% of all 2005 vacationer expenditures. The greatest portions of dollars spent were on gasoline, restaurants, and retail. The groups often traveled as couples, with family, or alone and commonly traveled from Utah, California, or Idaho. On average, they spent 4.16 nights in Montana and spent \$173 per day. An estimated \$31 million was spent by this group.

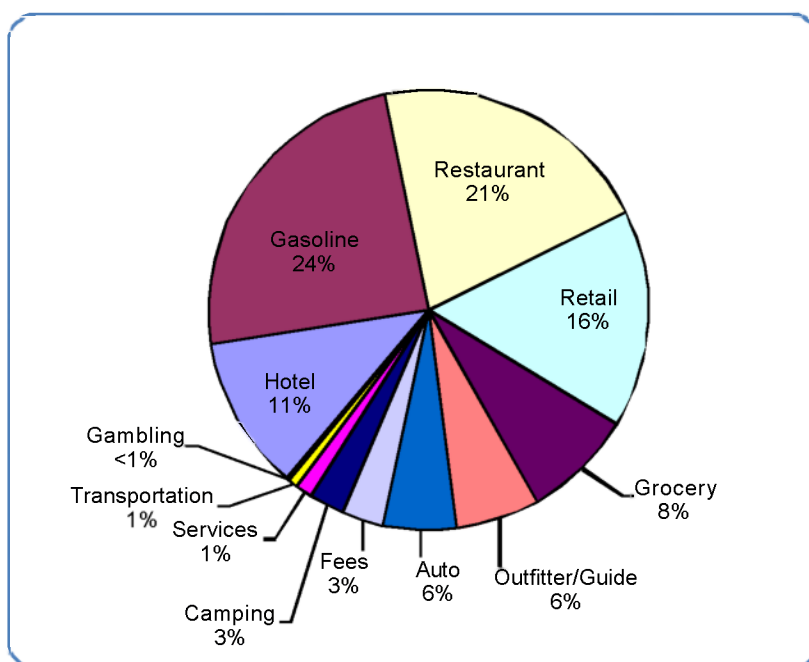


Table 5.1: Group Statistics for Visitors Primarily Attracted to Montana by Yellowstone National Park

Average Expenditures of Visitors Primarily Attracted to MT by Yellowstone					
% of All 2005 Vacationers	# of Groups	Average Length of Stay (nights)	Average Daily Expenditures	Total Expenditures	% of all Vacationer Expenditures
22%	43,396	4.16	\$173	\$31 million	16%

Table 5.2: Most Common Group Types

	Group Type
#1	Couple
#2	Immediate Family
#3	Self

Table 5.3: Most Common Visitor Residence

	Residence
#1	Utah
#2	California
#3	Idaho

Montana Visitors Primarily Attracted by Glacier National Park

Figure 5.2: Expenditure Distribution Vacationers Primarily Attracted by Glacier National Park

Overall, 14% of all 2005 vacationers to Montana were primarily attracted by Glacier National Park, making up 1% of all 2005 vacationer expenditures. The greatest portions of dollars spent were on gasoline, restaurants, and retail. The groups often traveled as couples, with family, or with friends and commonly traveled from Washington, Minnesota, or California. On average, they spent 5.7 nights in Montana and spent \$164 per day. An estimated \$26 million was spent by this group.

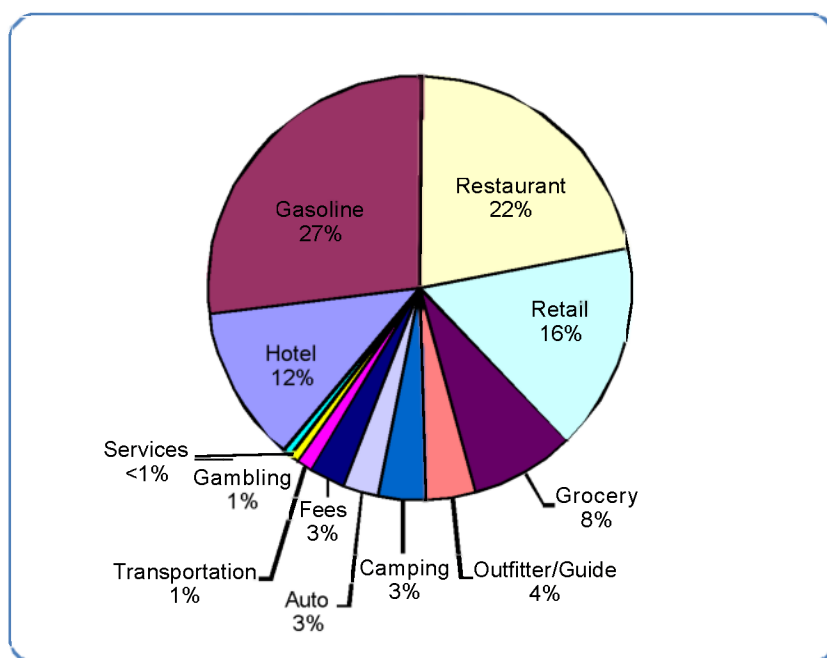


Table 5.4: Group Statistics for Visitors Primarily Attracted to Montana by Glacier National Park

Average Expenditures of Visitors Primarily Attracted to MT by Glacier					
% of All 2005 Vacationers	# of Groups	Average Length of Stay (nights)	Average Daily Expenditures	Total Expenditures	% of all Vacationer Expenditures
14%	27,433	5.7	\$164	\$26 million	13%

Table 5.5: Most Common Group Types

	Group Type
#1	Couple
#2	Immediate Family
#3	Friends

Table 5.6: Most Common Visitor Residence

	Residence
#1	Washington
#2	Minnesota
#3	California

Montana Visitors Primarily Attracted by Mountains and Forests

Figure 5.3: Expenditure Distribution Vacationers Primarily Attracted by Mountains/Forests

Overall, 17% of all 2005 vacationers to Montana were primarily attracted to the mountains and forests, making up 2% of all 2005 vacationer expenditures. The greatest portions of dollars spent were on gasoline, restaurants, and retail. The groups often traveled as couples, with family, or alone and commonly traveled from North Dakota, Minnesota, or Washington. On average, they spent 6.34 nights in Montana and spent \$192 per day. An estimated \$41 million was spent by this group.

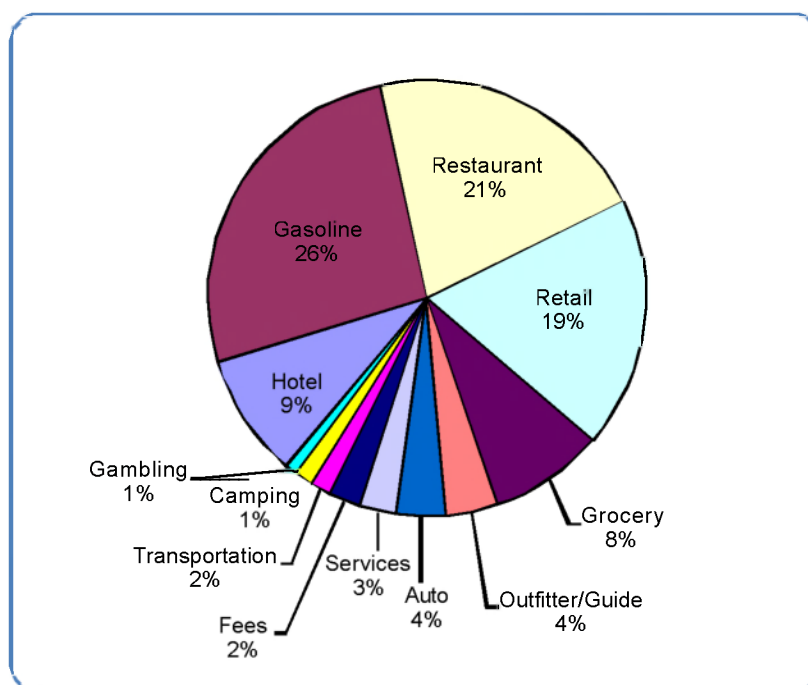


Table 5.7: Group Statistics for Visitors Primarily Attracted to Montana by Mountains and Forests

Average Expenditures of Visitors Attracted to MT Primarily by Mountains/Forests					
% of All 2005 Vacationers	# of Groups	Average Length of Stay (nights)	Average Daily Expenditures	Total Expenditures	% of all Vacationer Expenditures
17%	33,791	6.34	\$192	\$41 million	21%

Table 5.8: Most Common Group Types

	Group Type
#1	Couple
#2	Immediate Family
#3	Self

Table 5.9: Most Common Visitor Residence

	Residence
#1	North Dakota
#2	Minnesota
#3	Washington

Montana Visitors Primarily Attracted by Family and Friends

Figure 5.4: Expenditure Distribution Vacationers Primarily Attracted by Family/ Friends

Overall, 15% of all 2005 vacationers to Montana were primarily attracted by family and friends, making up 1% of all 2005 vacationer expenditures. The greatest portions of dollars spent were on gasoline, restaurants, and retail. The groups often traveled with family, as couples, or alone and commonly traveled from Washington, California, and Idaho. On average, they spent 6.16 nights in Montana and spent \$165 per day. An estimated \$29 million was spent by this group.

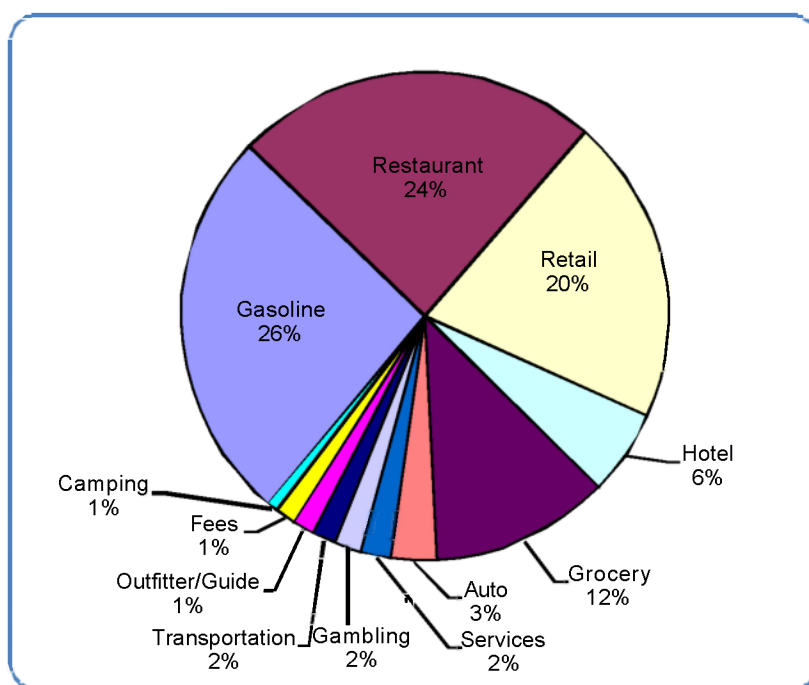


Table 5.10: Group Statistics for Visitors Primarily Attracted by Family and Friends

Average Expenditures of Visitors Attracted to MT by Family and/or Friends					
% of All 2005 Vacationers	# of Groups	Average Length of Stay(nights)	Average Daily Expenditures	Total Expenditures	% of all Vacationer Expenditures
15%	28,746	6.16	\$165	\$29 million	15%

Table 5.11: Most Common Group Types

	Group Type
#1	Immediate Family
#2	Couple
#3	Self

Table 5.12: Most Common Visitor Residence

	Residence
#1	Washington
#2	California
#3	Idaho

Montana Visitors Primarily Attracted by Open Space or Uncrowded Areas

Figure 5.5: Expenditure Distribution Vacationers Primarily Attracted by Open space/ Uncrowded Areas

Overall, 13% of all 2005 vacationers to Montana were primarily attracted by open space or uncrowded areas, making up 1% of all 2005 vacationer expenditures. The greatest portions of dollars spent were on gasoline, restaurants, and retail. The groups often traveled with as couples, with family, or alone and commonly traveled from Washington, Idaho, and California. On average, they spent 6.24 nights in Montana and spent \$192 per day. An estimated \$30 million was spent by this group.

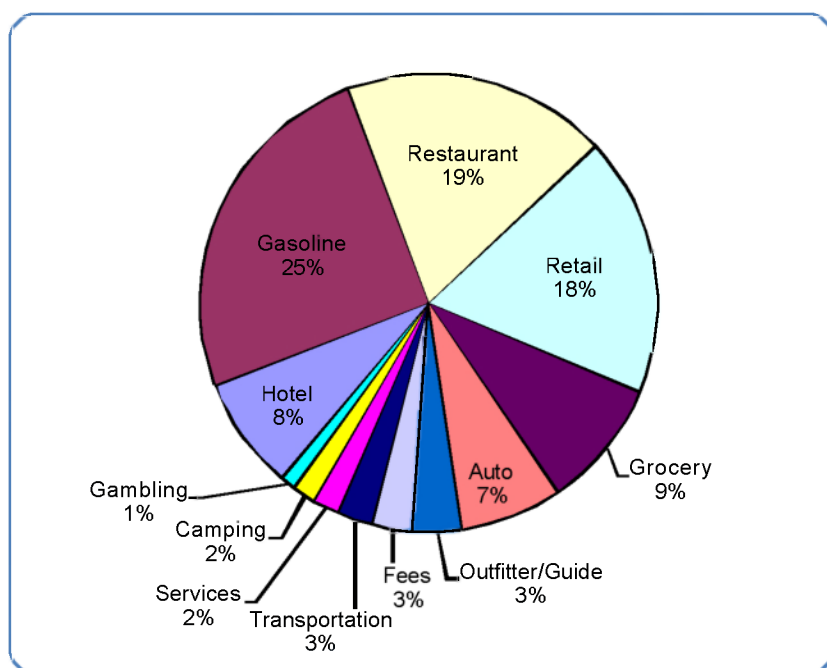


Table 5.2: Group Statistics for Visitors Primarily Attracted by Montana's Open Space/ Uncrowded areas

Average Expenditures of Visitors Attracted to MT by Open Space/ Uncrowded Areas					
% of All 2005 Vacationers	# of Groups	Average Length of Stay (nights)	Average Daily Expenditures	Total Expenditures	% of All Vacationer Expenditures
13%	25,222	6.24	\$192	\$30 million	15%

Table 5.4: Most Common Group Types

	Group Type
#1	Couple
#2	Immediate Family
#3	Self

Table 5.3: Most Common Visitor Residence

	Residence
#1	Washington
#2	Idaho
#3	California

Section 6 Marketing Response

This final section of the report identifies various groups' responses to marketing. Specifically, this section identifies the most useful source of information, the percent of the group who used an information source, and the percent of repeat visitors in each group. This information is provided quarterly for primary purpose for visiting Montana, visitor residence, and main attractions to Montana.

Points of interest:

In nearly every group, "internet" was reported to be the most useful information source of those who used an information source.

Quarter 1 Marketing Responsiveness

Table 6.1: Quarter 1 Marketing Responsiveness by Main Purpose of Montana Visit

Main Purpose of trip to Montana	Percent of Groups Who are Repeat Visitors to Montana	Percent of Groups Who Used an Information Source	Most Useful Information Source (if one was used)
Vacation/ Recreation/ Pleasure	86%	79%	Internet
Visiting Friends or Relatives	97%	50%	Internet
Passing Through	91%	59%	Internet
Shopping	100%	62%	Info from private businesses
Business/ Convention/ Meeting	81%	69%	Internet
Other	98%	58%	Internet

Table 6.2 Quarter 1 Marketing Responsiveness by Visitor Residence

Q1 Residence	Percent of Groups Who are Repeat Visitors to Montana	Percent of Groups Who Used an Information Source	Most Useful Information Source (if one was used)
Wyoming	98%	52%	Internet
Washington	93%	61%	Internet
Idaho	95%	54%	Internet
Alberta	95%	65%	Internet
North Dakota	99%	68%	Internet
Utah	88%	68%	Internet

Table 6.3: Quarter 1 Marketing Responsiveness by Primary Montana Attraction

Primary Q1 Attraction	Percent of Groups Who are Repeat Visitors to Montana	Percent of Groups Who Used an Information Source	Most Useful Information Source (if one was used)
Mountains/Forest	90%	85%	Internet
Family/Friends	92%	59%	Internet
Open Space/Uncrowded Areas	87%	77%	Montana Travel Planner

Quarter 2 Marketing Responsiveness

Table 6.4: Quarter 2 Marketing Responsiveness by Main Purpose of Montana Visit

Main Purpose of trip to Montana	Percent of Groups Who are Repeat Visitors to Montana	Percent of Groups Who Used an Information Source	Most Useful Information Source (if one was used)
Vacation/ Recreation/ Pleasure	71%	87%	Internet
Visiting Friends or Relatives	90%	63%	Internet
Passing Through	85%	70%	internet
Shopping	71%	57%	Internet
Business/ Convention/ Meeting	88%	69%	Internet
Other	84%	56%	Internet

Table 6.5: Quarter 2 Marketing Responsiveness by Visitor Residence

Q2 Residence	Percent of Groups Who are Repeat Visitors to Montana	Percent of Groups Who Used an Information Source	Most Useful Information Source (if one was used)
Washington	91%	60%	Internet
Idaho	96%	51%	Internet
Wyoming	98%	61%	Internet
California	75%	73%	Internet
North Dakota	96%	74%	Internet
Minnesota	76%	86%	Internet

Table 6.6: Quarter 2 Marketing Responsiveness by Primary Montana Attraction

Primary Q2 Attraction	Percent of Groups Who are Repeat Visitors to Montana	Percent of Groups Who Used an Information Source	Most Useful Information Source (if one was used)
Yellowstone NP	61%	92%	Internet
Family/Friends	85%	65%	Internet
Glacier NP	65%	88%	Internet

Quarter 3 Marketing Responsiveness

Table 6.7: Quarter 3 Marketing Responsiveness by Main Purpose of Montana Visit

Main Purpose of trip to Montana	Percent of Groups Who are Repeat Visitors to Montana	Percent of Groups Who Used an Information Source	Most Useful Information Source (if one was used)
Vacation/ Recreation/ Pleasure	76%	87%	Internet
Visiting Friends or Relatives	89%	60%	Internet
Passing Through	81%	69%	Internet
Shopping	80%	82%	Internet
Business/ Convention/ Meeting	65%	72%	Internet
Other	87%	63%	Internet

Table 6.8: Quarter 3 Marketing Responsiveness by Visitor Residence

Q3 Residence	Percent of Groups Who are Repeat Visitors to Montana	Percent of Groups Who Used an Information Source	Most Useful Information Source (if one was used)
Washington	92%	69%	Internet
Idaho	95%	46%	Internet
California	81%	82%	Internet
Minnesota	87%	79%	Automobile Club
Utah	92%	64%	Internet

Table 6.9: Quarter 3 Marketing Responsiveness by Primary Montana Attraction

Primary Q3 Attraction	Percent of Groups Who are Repeat Visitors to Montana	Percent of Groups Who Used an Information Source	Most Useful Information Source (if one was used)
Yellowstone NP	61%	84%	Internet
Glacier NP	67%	96%	Internet
Mountains/Forests	76%	85%	Internet

Quarter 4 Marketing Responsiveness

Table 6.10: Quarter 4 Marketing Responsiveness by Main Purpose of Montana Visit

Main Purpose of Trip to Montana	Percent of Groups Who are Repeat Visitors to Montana	Percent of Groups Who Used an Information Source	Most Useful Information Source (if one was used)
Vacation/ Recreation/ Pleasure	77%	73%	Internet
Visiting Friends or Relatives	95%	49%	Internet
Passing Through	90%	67%	Internet
Shopping	95%	61%	Internet
Business/ Convention/ Meeting	84%	63%	Internet
Other	92%	61%	Internet

Table 6.11: Quarter 4 Marketing Responsiveness by Visitor Residence

Q4 Residence	Percent of Groups Who are Repeat Visitors to Montana	Percent of Groups Who Used an Information Source	Most Useful Information Source (if one was used)
Idaho	98%	45%	Internet
Washington	95%	61%	Internet
Wyoming	95%	59%	Internet
North Dakota	86%	57%	Internet
Alberta	98%	67%	Automobile Club
Utah	87%	56%	Internet
California	75%	73%	Internet
Minnesota	87%	80%	Automobile Club

Table 6.12: Quarter 4 Marketing Responsiveness by Primary Montana Attraction

Primary Q4 Attraction	Percent of Groups Who are Repeat Visitors to Montana	Percent of Groups Who Used an Information Source	Most Useful Information Source (if one was used)
Family/Friends	93%	62%	Internet
Mountains/Forests	70%	68%	Internet
Wildlife/Fish	75%	79%	Internet

Appendix A: All Visitor Residences by Quarter and by Primary Purpose

A. 1: Visitor Residences for Quarter 1 Groups in Montana Primarily for Vacation/Pleasure/Recreation

Q1 - Vacation/Recreation/Pleasure	
State, Province, or Country	Percent
Washington	16%
Minnesota	9%
Wyoming	8%
Idaho	7%
North Dakota	7%
Utah	6%
Saskatchewan	5%
Alberta	4%
Oregon	3%
Wisconsin	2%
Georgia	2%
California	2%
Florida	2%
South Dakota	2%
New York	2%
Unknown	2%
Nevada	2%
Ohio	1%
Colorado	1%
Texas	1%
British Columbia	1%
New Mexico	1%
Illinois	1%
Pennsylvania	1%
Tennessee	1%
Alabama	1%
Michigan	1%
Alaska	1%
New Jersey	1%
Louisiana	1%
Nebraska	1%
Massachusetts	1%
Arizona	1%
Manitoba	<1%
Kansas	<1%
Connecticut	<1%
Kentucky	<1%
Delaware	<1%
Iowa	<1%
Indiana	<1%
Oklahoma	<1%
Virginia	<1%
United Kingdom	<1%
South Carolina	<1%
Missouri	<1%
Hawaii	<1%
United States	<1%
...Continued in Column 2	

State, Province, or Country	Percent
Maryland	<1%
Germany	<1%
Philippines	<1%
North Carolina	<1%
Washington DC	<1%
Total	100%

A. 2: Visitor Residences for Quarter 1 Groups in Montana Primarily to Visit Friends or Relatives

Q1 - Friends/Relatives	
State, Province, or Country	Percent
Washington	13%
Idaho	13%
North Dakota	11%
California	7%
Wyoming	7%
South Dakota	6%
Colorado	5%
Utah	5%
Oregon	3%
Iowa	3%
Arizona	2%
Alaska	2%
Alberta	2%
Florida	2%
Illinois	2%
New York	2%
Minnesota	2%
Wisconsin	1%
Texas	1%
Nevada	1%
Michigan	1%
Massachusetts	1%
Kansas	1%
British Columbia	1%
Indiana	1%
Unknown	1%
Hawaii	1%
Ontario	1%
Maryland	1%
New Hampshire	<1%
Tennessee	<1%
North Carolina	<1%
Canada	<1%
Ohio	<1%
Alabama	<1%
Manitoba	<1%
United Kingdom	<1%
Oklahoma	<1%
Maine	<1%
Georgia	<1%
Missouri	<1%
Arkansas	<1%
Pennsylvania	<1%
Virginia	<1%

State, Province, or Country	Percent
New Mexico	<1%
Connecticut	<1%
Total	100

A. 3: Visitor Residences for Quarter 1 Groups in Montana Primarily to Pass Through

Q1 - Pass Through	
State, Province, or Country	Percent
Wyoming	27%
Alberta	20%
Washington	10%
Idaho	7%
Saskatchewan	6%
North Dakota	5%
Minnesota	4%
Utah	3%
California	2%
Pennsylvania	2%
Unknown	2%
British Columbia	2%
South Dakota	2%
Colorado	2%
Arizona	1%
New York	1%
Texas	1%
Oregon	1%
Iowa	1%
Oklahoma	1%
Ontario	<1%
Manitoba	<1%
Florida	<1%
New Hampshire	<1%
Ohio	<1%
Michigan	<1%
Wisconsin	<1%
England	<1%
Indiana	<1%
Canada	<1%
Newfoundland	<1%
Total	100

A. 4: Visitor Residences for Quarter 1 Groups in Montana Primarily for Business

Q1 - Business	
State, Province, or Country	Percent
Washington	16%
Idaho	12%
Wyoming	8%
Utah	8%
Colorado	7%
Oregon	4%
Alberta	4%
California	4%
Minnesota	4%
North Dakota	4%
Texas	3%
Wisconsin	2%
Alabama	2%
North Carolina	2%
Tennessee	2%
Illinois	2%
Michigan	1%
Pennsylvania	1%
Iowa	1%
South Dakota	1%
Ohio	1%
Florida	1%
Kansas	1%
British Columbia	1%
Nebraska	1%
Massachusetts	1%
Arizona	1%
Germany	<1%
Virginia	<1%
Ontario	<1%
Maryland	<1%
New Jersey	<1%
Georgia	<1%
Indiana	<1%
Zambia	<1%
Washington D.C.	<1%
Kentucky	<1%
New Mexico	<1%
New York	<1%
Oklahoma	<1%
New Hampshire	<1%
Manitoba	<1%
Ireland	<1%
France	<1%
Total	100

A. 5: Visitor Residences for Quarter 1 Groups in Montana Primarily for “Other” Reasons

Q1– Other	
State, Province, or Country	Percent
Wyoming	46%
Washington	11%
Utah	9%
Idaho	8%
North Dakota	4%
California	4%
British Columbia	3%
Alberta	2%
Michigan	2%
Tennessee	2%
Oregon	2%
Illinois	2%
Ohio	1%
Alaska	1%
Canada	1%
Texas	1%
Total	100%

A. 6 : Visitor Residences for Quarter 2 Groups in Montana Primarily for Vacation/Pleasure/Recreation

Q2 - Vacation/Recreation/Pleasure	
State, Province, or Country	Percent
Washington	8%
Idaho	6%
California	6%
Florida	5%
Utah	5%
Wyoming	5%
Texas	4%
Illinois	3%
Minnesota	3%
Wisconsin	3%
Alberta	3%
Colorado	3%
Georgia	2%
Germany	2%
Nebraska	2%
Arizona	2%
Virginia	2%
Michigan	2%
Iowa	2%
Kansas	2%
Unknown	1%
North Carolina	1%
Tennessee	1%
Missouri	1%
Nevada	1%
Massachusetts	1%
North Dakota	1%
Connecticut	1%
Alabama	1%
South Dakota	1%
Oregon	1%
Mississippi	1%
Maryland	1%
United Kingdom	1%
New Jersey	1%
Pennsylvania	1%
New York	1%
British Columbia	1%
Ohio	1%
Manitoba	1%
Indiana	1%
Arkansas	1%
Saskatchewan	1%
South Carolina	1%
Delaware	<1%
Netherlands	<1%
Australia	<1%
Ontario	<1%
Alaska	<1%

State, Province, or Country	Percent
Switzerland	<1%
Quebec	<1%
New Mexico	<1%
Oklahoma	<1%
France	<1%
Hawaii	<1%
Sweden	<1%
New Zealand	<1%
England	<1%
Louisiana	<1%
United States	<1%
Hong Kong	<1%
India	<1%
Washington D.C.	<1%
Great Britain	<1%
Canada	<1%
Ireland	<1%
New Hampshire	<1%
Total	100%

A. 7 : Visitor Residences for Quarter 2 Groups in Montana Primarily to Visit Friends or Relatives

Q2 - Friends/Relatives	
State, Province, or Country	Percent
Washington	13%
North Dakota	9%
Wyoming	9%
Idaho	8%
California	7%
Minnesota	5%
Canada	4%
Oregon	4%
Arizona	3%
Utah	3%
Arkansas	3%
Colorado	2%
Alberta	2%
Michigan	2%
South Dakota	2%
Ohio	2%
Texas	2%
Nebraska	1%
Virginia	1%
Wisconsin	1%
Northwest Territories	1%
Illinois	1%
Nevada	1%
Iowa	1%
Unknown	1%
Alaska	1%
Florida	1%
New York	1%
Oklahoma	1%
Maryland	1%
Montana	1%
United States	1%
New Mexico	<1%
Massachusetts	<1%
Missouri	<1%
New Jersey	<1%
West Virginia	<1%
Tennessee	<1%
Connecticut	<1%
Hawaii	<1%
Alabama	<1%
Georgia	<1%
North Carolina	<1%
New Zealand	<1%
Kansas	<1%
Saskatchewan	<1%
United Kingdom	<1%
New Hampshire	<1%

State, Province, or Country	Percent
Indiana	<1%
Delaware	<1%
British Columbia	<1%
Ontario	<1%
Australia	<1%
Total	100%

A.8 : Visitor Residences for Quarter 2 Groups in Montana Primarily to Pass Through

Q2 - Pass Through	
State, Country, or Province	Percent
Washington	14%
Wyoming	12%
Idaho	9%
North Dakota	8%
Alberta	7%
Minnesota	5%
Colorado	4%
Utah	3%
California	3%
Oregon	3%
Poland	3%
British Columbia	3%
Unknown	2%
South Carolina	2%
Texas	1%
Nevada	1%
Nebraska	1%
Michigan	1%
Wisconsin	1%
Florida	1%
Ohio	1%
Arizona	1%
Delaware	1%
Virginia	1%
Sweden	1%
Ontario	1%
Germany	1%
Kansas	1%
New York	<1%
United States	<1%
South Dakota	<1%
Iowa	<1%
Arkansas	<1%
Australia	<1%
Illinois	<1%
Indiana	<1%
Pennsylvania	<1%
Quebec	<1%
Louisiana	<1%
Northwest Territories	<1%
Saskatchewan	<1%
Alabama	<1%
Alaska	<1%
Georgia	<1%
Missouri	<1%
Nigeria	<1%
Manitoba	<1%
Netherlands	<1%
Maryland	<1%

State, Country, or Province	Percent
Oklahoma	<1%
Hawaii	<1%
New Mexico	<1%
Kentucky	<1%
North Carolina	<1%
Tennessee	<1%
Canada	<1%
Total	100%

A. 9: Visitor Residences for Quarter 2 Groups in Montana Primarily for Business

Q2 - Business	
State, Province, or Country	Percent
Washington	14%
Idaho	10%
Colorado	8%
Utah	6%
Wyoming	5%
California	5%
North Dakota	5%
Unknown	5%
Nebraska	4%
Minnesota	4%
Oregon	4%
Florida	3%
Texas	2%
South Dakota	2%
Illinois	2%
Alberta	2%
Oklahoma	1%
Georgia	1%
Ohio	1%
Virginia	1%
Michigan	1%
South Carolina	1%
Maryland	1%
Wisconsin	1%
New Mexico	1%
British Columbia	1%
Kansas	1%
Maine	1%
Pennsylvania	1%
United States	1%
Alaska	1%
Arizona	<1%
Indiana	<1%
Switzerland	<1%
United Kingdom	<1%
Arkansas	<1%
Germany	<1%
Nevada	<1%
Iowa	<1%
North Carolina	<1%
Vermont	<1%
Louisiana	<1%
Massachusetts	<1%
Tennessee	<1%
Total	100%

A. 10 : Visitor Residences for Quarter 2 Groups in Montana Primarily for “Other” Reasons

Q2-Other	
State, Province, or Country	Percent
Washington	16%
Idaho	10%
California	8%
Minnesota	8%
Wyoming	5%
Colorado	5%
Quebec	5%
Michigan	4%
Oregon	4%
Utah	4%
Alberta	3%
Unknown	3%
Florida	3%
South Carolina	3%
Kentucky	2%
Arizona	2%
Connecticut	2%
Pennsylvania	2%
Texas	2%
Saskatchewan	1%
Kansas	1%
New Mexico	1%
Maryland	1%
North Dakota	1%
Arkansas	1%
Missouri	1%
Nebraska	1%
Total	100%

A. 11: Visitor Residences for Quarter 3 Groups in Montana Primarily for Vacation, Recreation, or Pleasure

Q3 - Vacation/Recreation/Pleasure	
State, Province, or Country	Percent
California	9%
Washington	6%
Colorado	5%
Utah	5%
Texas	4%
Idaho	4%
Florida	4%
Minnesota	3%
New York	3%
Alberta	3%
Illinois	3%
Wisconsin	3%
Pennsylvania	3%
Georgia	3%
South Dakota	2%
Oregon	2%
Virginia	2%
Michigan	2%
Kansas	2%
Wyoming	2%
North Dakota	2%
Arizona	2%
Unknown	2%
England	1%
Oklahoma	1%
Tennessee	1%
Ohio	1%
Nevada	1%
Indiana	1%
Nebraska	1%
New Jersey	1%
North Carolina	1%
South Carolina	1%
Iowa	1%
United States	1%
Missouri	1%
Connecticut	1%
Netherlands	1%
Massachusetts	1%
Germany	1%
Alabama	1%
Maine	1%
British Columbia	1%
Australia	<1%
Saskatchewan	<1%
Ontario	<1%
France	<1%
Kentucky	<1%

Arkansas	<1%
State, Province, or Country	Percent
Belgium	<1%
Switzerland	<1%
Quebec	<1%
West Virginia	<1%
Nunavut Territories	<1%
New Mexico	<1%
Maryland	<1%
Washington D.C.	<1%
Mexico	<1%
Manitoba	<1%
Bosnia	<1%
Vermont	<1%
Italy	<1%
Canada	<1%
Hawaii	<1%
United Kingdom	<1%
Alaska	<1%
Norway	<1%
Taiwan	<1%
Virgin Islands	<1%
Spain	<1%
Mississippi	<1%
Ireland	<1%
Louisiana	<1%
South Africa	<1%
Denmark	<1%
North America	<1%
New Hampshire	<1%
Holland	<1%
Hong Kong	<1%
Total	100

A. 12: Visitor Residences for Quarter 3 Groups in Montana Primarily to Visit Friends or Relatives

Q3 - Friends/Relatives	
State, Province, or Country	Percent
California	12%
Washington	11%
Idaho	7%
Wyoming	5%
Oregon	5%
Minnesota	5%
North Dakota	4%
Texas	3%
Iowa	3%
Arizona	3%
Nevada	3%
Colorado	3%
South Dakota	3%
Unknown	3%
Michigan	2%
Utah	2%
Wisconsin	2%
Ohio	2%
Nebraska	2%
Missouri	2%
Georgia	1%
Pennsylvania	1%
Virginia	1%
Illinois	1%
Tennessee	1%
Kansas	1%
Florida	1%
New York	1%
New Mexico	1%
Maryland	1%
United States	1%
Alberta	1%
Massachusetts	1%
Alaska	1%
Indiana	1%
British Columbia	1%
Oklahoma	1%
England	<1%
Arkansas	<1%
Maine	<1%
New Jersey	<1%
New Zealand	<1%
South Carolina	<1%
North Carolina	<1%
New Hampshire	<1%
Louisiana	<1%
United Kingdom	<1%
Slovakia	<1%
Germany	<1%

State, Province, or Country	Percent
Vermont	<1%
Kentucky	<1%
Great Britain	<1%
Canada	<1%
France	<1%
Mississippi	<1%
Connecticut	<1%
Total	100%

A. 13 : Visitor Residences for Quarter 3 Groups in Montana Primarily to Pass Through

Q3 - Pass Through	
State, Province, or Country	Percent
Idaho	16%
Washington	16%
California	5%
North Dakota	5%
Minnesota	5%
Wyoming	4%
Oregon	4%
Utah	4%
Wisconsin	3%
Unknown	3%
Alberta	3%
Colorado	2%
Texas	2%
Michigan	2%
Arizona	2%
Florida	2%
Illinois	1%
Virginia	1%
British Columbia	1%
South Dakota	1%
Nevada	1%
Maryland	1%
Ontario	1%
Kansas	1%
Missouri	1%
Kentucky	1%
Saskatchewan	1%
Indiana	1%
Manitoba	1%
Alaska	1%
Switzerland	1%
Pennsylvania	1%
Georgia	1%
Ohio	<1%
Denmark	<1%
New York	<1%
Iowa	<1%
Australia	<1%
Nebraska	<1%
United States	<1%
Oklahoma	<1%
Arkansas	<1%
Delaware	<1%
Tennessee	<1%
South Carolina	<1%
Germany	<1%
Ireland	<1%
Maine	<1%

State, Country, or Province	Percent
Connecticut	<1%
Belgium	<1%
Yemen	<1%
New Jersey	<1%
Japan	<1%
Alabama	<1%
Total	100%

A. 14: Visitor Residences for Quarter 3 Groups in Montana Primarily for Business

Q3 - Business	
State, Province, or Country	Percent
Washington	11%
North Dakota	10%
Colorado	7%
Idaho	7%
Utah	7%
California	6%
Minnesota	5%
Tennessee	5%
Florida	4%
Iowa	4%
Texas	3%
Georgia	3%
Oregon	2%
Mississippi	2%
Pennsylvania	2%
Unknown	2%
Maryland	2%
Arizona	1%
United States	1%
Virginia	1%
North Carolina	1%
Wisconsin	1%
Illinois	1%
Arkansas	1%
Nevada	1%
Wyoming	1%
Ohio	1%
New Jersey	1%
South Dakota	1%
Alberta	1%
Kansas	1%
Saskatchewan	1%
Missouri	1%
Rhode Island	1%
British Columbia	<1%
Ontario	<1%
New York	<1%
Oklahoma	<1%
Indiana	<1%
Michigan	<1%
South Carolina	<1%
Nebraska	<1%
Ireland	<1%
Total	100%

A. 15: Visitor Residences for Quarter 3 Groups in Montana Primarily for "Other" Reasons

Q3 - Other	
State, Province, or Country	Percent
Minnesota	14%
Wyoming	13%
North Dakota	11%
Illinois	7%
Washington	6%
Florida	6%
Utah	5%
Louisiana	5%
Idaho	4%
California	4%
Arkansas	3%
Tennessee	3%
Alberta	3%
Michigan	2%
Colorado	2%
Arizona	2%
Virginia	1%
Oregon	1%
British Columbia	1%
Maryland	1%
Quebec	1%
Columbia	1%
Nevada	1%
New York	1%
Ohio	1%
South Carolina	<1%
Total	100%

A. 16 : Visitor Residences for Quarter 4 Groups in Montana Primarily for Vacation, Recreation, or Pleasure

Q4 - Vacation/Recreation/Pleasure	
State, Province, or Country	Percent
Washington	11%
Utah	11%
California	8%
Texas	6%
Alberta	5%
Wisconsin	5%
Minnesota	4%
Idaho	4%
Colorado	3%
Arizona	3%
Wyoming	3%
Nebraska	2%
Pennsylvania	2%
Florida	2%
British Columbia	2%
North Carolina	2%
Georgia	2%
Saskatchewan	2%
Oregon	2%
Louisiana	2%
New York	1%
Vermont	1%
Michigan	1%
South Dakota	1%
Arkansas	1%
Missouri	1%
Alaska	1%
Virginia	1%
Alabama	1%
Illinois	1%
North Dakota	1%
Maine	1%
United Kingdom	1%
Delaware	1%
United States	1%
Kansas	1%
New Jersey	1%
Massachusetts	1%
Ohio	<1%
Canada	<1%
New Hampshire	<1%
Ontario	<1%
Iowa	<1%
Nevada	<1%
Tennessee	<1%
Kentucky	<1%
Connecticut	<1%
Mississippi	<1%

State, Province, or Country	Percent
Quebec	<1%
Indiana	<1%
Total	100%

A. 17 : Visitor Residences for Quarter 4 Groups in Montana Primarily to Visit Friends or Relatives

Q4 - Friends/Relatives	
State, Province, or Country	Percent
Idaho	13%
Washington	11%
North Dakota	9%
Minnesota	7%
Colorado	7%
California	7%
Wyoming	6%
Utah	5%
South Dakota	3%
Oregon	2%
Wisconsin	2%
Pennsylvania	2%
Massachusetts	2%
New York	2%
Unknown	2%
Arizona	1%
Ohio	1%
Michigan	1%
Tennessee	1%
British Columbia	1%
Texas	1%
Illinois	1%
Virginia	1%
New Hampshire	1%
Florida	1%
Alaska	1%
United States	1%
Missouri	1%
Oklahoma	1%
Connecticut	1%
Georgia	1%
Alberta	1%
Maryland	<1%
New Mexico	<1%
Washington D.C.	<1%
Costa Rica	<1%
Kentucky	<1%
North Carolina	<1%
Maine	<1%
Nevada	<1%
Saskatchewan	<1%
Japan	<1%
Indiana	<1%
Iowa	<1%
New Jersey	<1%
Louisiana	<1%
Ontario	<1%
Sweden	<1%

State, Country, or Province	Percent
Hawaii	<1%
New Zealand	<1%
Haiti	<1%
Netherlands	<1%
South Carolina	<1%
Total	100%

A. 18 : Visitor Residences for Quarter 4 Groups in Montana Primarily to Pass Through

Q4 - Pass Through	
State, Province, or Country	Percent
Idaho	17%
Washington	15%
Wyoming	11%
North Dakota	11%
Alberta	10%
Minnesota	6%
Unknown	5%
Nevada	4%
Saskatchewan	2%
Utah	2%
Michigan	2%
California	1%
British Columbia	1%
Ontario	1%
Pennsylvania	1%
Manitoba	1%
Colorado	1%
Alaska	1%
Oregon	1%
New York	1%
Wisconsin	1%
Texas	1%
North Carolina	1%
Arizona	<1%
Hawaii	<1%
Nebraska	<1%
South Dakota	<1%
Kentucky	<1%
Mississippi	<1%
United States	<1%
Illinois	<1%
Taiwan	<1%
Ohio	<1%
Virginia	<1%
Kansas	<1%
Alabama	<1%
Canada	<1%
Florida	<1%
Total	100%

A. 19: Visitor Residences for Quarter 4 Groups in Montana Primarily for Business

Q4– Business	
State, Province, or Country	Percent
Idaho	12%
North Dakota	12%
Wyoming	10%
California	8%
Utah	8%
Washington	6%
Unknown	5%
Oregon	4%
Colorado	4%
Minnesota	3%
Michigan	2%
North Carolina	2%
Alberta	2%
Florida	2%
Texas	2%
South Dakota	2%
Georgia	1%
Nevada	1%
Arizona	1%
Illinois	1%
Tennessee	1%
Maryland	1%
Missouri	1%
Massachusetts	1%
New Mexico	1%
Virginia	1%
British Columbia	1%
Manitoba	1%
South Carolina	1%
Ohio	1%
British Indian Ocean Territory	1%
Ontario	1%
Pennsylvania	1%
Arkansas	<1%
Saskatchewan	<1%
Iowa	<1%
New Brunswick	<1%
Wisconsin	<1%
Nebraska	<1%
Alabama	<1%
United States	<1%
Japan	<1%
Germany	<1%
Alaska	<1%
New Jersey	<1%
Total	100%

A. 20 : Visitor Residences for Quarter 4 Groups in Montana Primarily for "Other" Reasons

Q4 - Other	
State, Province, or Country	Percent
Wyoming	17%
Washington	16%
New York	14%
Idaho	9%
California	7%
Colorado	4%
Texas	4%
Connecticut	4%
Alberta	3%
Minnesota	3%
North Dakota	3%
British Columbia	2%
Nebraska	2%
Florida	2%
Kansas	2%
Pennsylvania	1%
Illinois	1%
Ohio	1%
Nevada	1%
Iowa	1%
United States	1%
Arizona	1%
Utah	1%
Total	100%

Appendix B: All Visitor Residences by Main Attraction

B. 1: Visitor Residences for Those Primarily Attracted to Montana by Yellowstone National Park

Yellowstone NP	
State, Province, or Country	Percent
Utah	10%
California	9%
Idaho	7%
Washington	7%
Texas	4%
Wisconsin	4%
Florida	4%
Minnesota	3%
Kansas	3%
North Dakota	3%
Georgia	2%
Germany	2%
Illinois	2%
Nevada	2%
Oregon	2%
New York	2%
Colorado	2%
Pennsylvania	2%
Wyoming	2%
Virginia	1%
Tennessee	1%
Australia	1%
Nebraska	1%
Massachusetts	1%
North Carolina	1%
Arizona	1%
Michigan	1%
Iowa	1%
Maine	1%
France	1%
South Dakota	1%
Switzerland	1%
United Kingdom	1%
Missouri	1%
British Columbia	1%
Alabama	1%
Maryland	1%
Sweden	1%
Unknown	1%
Kentucky	1%
Ohio	1%
Alberta	1%
England	1%
Connecticut	1%
Indiana	<1%
Arkansas	<1%

Manitoba	<1%
State, Province, or Country	Percent
South Carolina	<1%
Netherlands	<1%
Belgium	<1%
New Zealand	<1%
Oklahoma	<1%
Denmark	<1%
New Jersey	<1%
Hawaii	<1%
Vermont	<1%
Bosnia	<1%
Italy	<1%
Louisiana	<1%
Quebec	<1%
New Mexico	<1%
Hong Kong	<1%
Spain	<1%
Washington DC	<1%
Mississippi	<1%
New Hampshire	<1%
IO	<1%
United States	<1%
West Virginia	<1%
Holland	<1%
Alaska	<1%
Ontario	<1%
Saskatchewan	<1%
Total	100%

B. 2: Visitor Residences for Those Primarily Attracted to Montana by Glacier National Park

Glacier NP	
State, Province, or Country	Percent
Washington	8%
Minnesota	6%
California	6%
Michigan	5%
Texas	5%
Pennsylvania	4%
Alberta	4%
Colorado	4%
Florida	3%
Virginia	3%
Nebraska	3%
Illinois	3%
Oregon	3%
Wisconsin	3%
Idaho	3%
Utah	3%
Arizona	2%
Unknown	2%
Georgia	2%
Oklahoma	2%
Connecticut	2%
Kansas	2%
British Columbia	2%
Iowa	1%
Indiana	1%
New York	1%
Maryland	1%
Ohio	1%
North Dakota	1%
Nevada	1%
North Carolina	1%
Alabama	1%
Tennessee	1%
Massachusetts	1%
Netherlands	1%
Switzerland	1%
Missouri	1%
New Mexico	1%
Delaware	1%
Kentucky	1%
Arkansas	<1%
Mexico	<1%
Hawaii	<1%
South Dakota	<1%
New Jersey	<1%
Saskatchewan	<1%
United States	<1%
Germany	<1%

State, Province, or Country	Percent
Canada	<1%
Norway	<1%
Taiwan	<1%
South Carolina	<1%
Vermont	<1%
Manitoba	<1%
North America	<1%
Ontario	<1%
Wyoming	<1%
Ireland	<1%
West Virginia	<1%
Total	100%

B.3: Visitor Residences for Those Primarily Attracted to Montana by Mountains or Forests

Mountains/Forest	
State, Province, or Country	Percent
North Dakota	15%
Minnesota	10%
Washington	8%
Idaho	6%
California	5%
Texas	4%
Wyoming	4%
Florida	4%
South Dakota	4%
Illinois	3%
Colorado	3%
Wisconsin	2%
Alberta	2%
Utah	2%
Virginia	2%
Iowa	2%
Nebraska	2%
Oregon	1%
Ohio	1%
Indiana	1%
Georgia	1%
Michigan	1%
Arkansas	1%
Arizona	1%
Unknown	1%
South Carolina	1%
Oklahoma	1%
New York	1%
Tennessee	1%
Nevada	1%
Maryland	1%
Pennsylvania	1%
Manitoba	1%
North Carolina	1%
British Columbia	1%
Louisiana	1%
Delaware	1%
Massachusetts	<1%
Ontario	<1%
Washington DC	<1%
Quebec	<1%
Alaska	<1%
Missouri	<1%
Alabama	<1%
Mississippi	<1%
Saskatchewan	<1%
Rhode Island	<1%

State, Country, or Province	Percent
Kentucky	<1%
West Virginia	<1%
United States	<1%
Connecticut	<1%
United Kingdom	<1%
South Africa	<1%
Hawaii	<1%
Germany	<1%
Kansas	<1%
New Mexico	<1%
New Jersey	<1%
France	<1%
Netherlands	<1%
Total	100%

B. 4: Visitor Residences for Those Primarily Attracted to Montana by Family or Friends

Family/Friends	
State, Province, or Country	Percent
Washington	12%
California	9%
Idaho	8%
North Dakota	7%
Colorado	6%
Oregon	6%
Wyoming	5%
Minnesota	4%
Utah	3%
Missouri	3%
South Dakota	3%
Michigan	2%
Wisconsin	2%
Iowa	2%
Alberta	2%
Arizona	2%
New York	2%
Alaska	2%
Unknown	2%
Texas	2%
Massachusetts	1%
Nevada	1%
Ohio	1%
Florida	1%
Georgia	1%
Kansas	1%
Indiana	1%
Illinois	1%
Virginia	1%
Hawaii	1%
Saskatchewan	1%
Maryland	1%
Arkansas	1%
South Carolina	1%
Maine	<1%
Ireland	<1%
Connecticut	<1%
Tennessee	<1%
Montana	<1%
Oklahoma	<1%
United States	<1%
Kentucky	<1%
Canada	<1%
Pennsylvania	<1%
New Hampshire	<1%
North Carolina	<1%
Delaware	<1%

State, Province, or Country	Percent
Vermont	<1%
New Mexico	<1%
British Columbia	<1%
United Kingdom	<1%
Nebraska	<1%
Philippines	<1%
New Jersey	<1%
Ontario	<1%
England	<1%
New Zealand	<1%
Haiti	<1%
Australia	<1%
Total	100%

B.5: Visitor Residences for Those Primarily Attracted to Montana by Open Space or Uncrowded Areas

Uncrowded/Open Spaces	
State, Province, or Country	Percent
Washington	17%
Idaho	7%
California	6%
Alberta	6%
Colorado	5%
Minnesota	4%
Tennessee	4%
Texas	4%
Utah	4%
Illinois	3%
Georgia	3%
England	2%
Pennsylvania	2%
Kansas	2%
Florida	2%
Maryland	2%
Arizona	2%
British Columbia	1%
Oregon	1%
Delaware	1%
North Carolina	1%
New Jersey	1%
Unknown	1%
Nevada	1%
Wyoming	1%
New York	1%
New Mexico	1%
Mississippi	1%
Wisconsin	1%
Missouri	1%
South Dakota	1%
Virginia	1%
Ohio	1%
South Carolina	1%
Alabama	1%
United Kingdom	1%
Australia	1%
Oklahoma	<1%
Saskatchewan	<1%
Netherlands	<1%
New Hampshire	<1%
Michigan	<1%
North Dakota	<1%
Germany	<1%
United States	<1%
Massachusetts	<1%
Kentucky	<1%

State, Province, or Country	Percent
Louisiana	<1%
Arkansas	<1%
Washington DC	<1%
Ontario	<1%
Connecticut	<1%
Iowa	<1%
Vermont	<1%
Belgium	<1%
Manitoba	<1%
Great Britain	<1%
Indiana	<1%
Total	100%